

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXI, No. 5

NEW YORK, APRIL 29, 1920

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## Changing the Name

Sempre Giovine, The Pink Complexion Cake, had been a steady, consistent seller for more than 20 years. But the name Sempre Giovine was difficult to pronounce. Not every woman could negotiate the five Italian syllables.

Suggest a totally new name? That would have sacrificed the prestige of twenty years. Change the old name? That seemed more logical.

Three years ago, in conference with our clients, we suggested that Sempre Giovine be subordinated to the pronunciation and that the pronunciation be made, in fact, the name. The wisdom of the change to SEM-PRAY Jo-VE-NAY is now everywhere apparent.

We are glad to have been able to assist the Marietta Stanley Co., of Grand Rapids, in shaping a policy at once so fundamental and so important.

### N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

# SELLING POWER

Covering power is important, but reader influence is *more important*.

Too much attention is being given to mere "coverage," yet it counts for very little unless coupled up with strong reader influence.

THE STANDARD FARM PAPERS have covering power, but their main strength lies in their reader influence—based on years of efficient service and the resultant satisfaction to their subscribers.

SELLING POWER is the sum total The Standard Farm Papers have to offer advertisers—it is the product of their reader influence, multiplied by a covering power of 1,000,000 *better than average* farm homes.

## The Standard Farm Papers

are the dominating selling power in

### One Million Prosperous Farm Homes

Wallaces' Farmer  
*Established 1895*

The Ohio Farmer  
*Established 1848*

The Wisconsin Agriculturist  
*Established 1877*

Prairie Farmer, Chicago  
*Established 1841*

Pennsylvania Farmer  
*Established 1889*

The Breeder's Gazette  
*Established 1891*

The Michigan Farmer  
*Established 1843*

Pacific Rural Press  
*Established 1870*

The Farmer, St. Paul  
*Established 1892*

Hoard's Dairyman  
*Established 1870*

Progressive Farmer  
*Established 1886*  
Birmingham, Raleigh,  
Memphis, Dallas

Western Representatives

STANDARD FARM PAPERS, INC.,  
Conway Building, Chicago



Eastern Representatives

WALLACE C. RICHARDSON, INC.  
381 Fourth Ave., New York City

*All Standard Farm Papers are members of the A. B. C.*



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# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXI

NEW YORK, APRIL 29, 1920

No. 5

## How Libby Is Giving an Old Advertising Idea a New Lease of Life

A Letter from a Tired Housekeeper Gave an Entirely New Note for the Advertising of Libby's Products

By G. A. Nichols

A WOMAN one day reached the conclusion that she had let her job as housekeeper get the better of her. She decided to turn over a new leaf and run her housework instead of permitting it to run her. And then she sat down and wrote to Libby, McNeill & Libby the most interesting letter that Chicago food-products concern had ever received. The letter was made the basis for a unique advertising campaign in behalf of Libby's four packaged meats—corned beef, dried beef, Vienna sausage and veal loaf.

Probably one of the oldest forms of advertising is the cook-book—the collection of ingenious recipes telling the consumer how to get the best results from one's product and suggesting new and unsuspected uses. Back as far as half a century ago the baking-powder manufacturers and gelatine manufacturers and many others were sending broadcast editions of hundreds of thousands.

Recipe-books have come to be a standardized form of advertising—from the soft-drink suggestions of a yeast manufacturer to the Three-in-One Oil "Dictionary of Uses." But while improved processes of printing and lithography have enabled them to improve their physical form, like many standards they are apt to be monotonous, to lack the essen-

tial freshness of human appeal.

A manufacturer sometimes becomes actually ashamed of his advertising. He has seen his best selling argument played up so often that it sounds stale. Frequently his impulse is to junk it—to get an entirely new keynote. Then, later, after many sad experiences, he finds that the old idea was the best after all. What it needed was a new application.

A chance suggestion from a customer gave Libby the idea of hitching up their recipes to news—news very vital in women's affairs, her emancipation from household drudgery and her desire to play a more active part in business, politics and social life.

The company's expert chefs were put to work devising new methods for using canned meats. Arrangements were well under way for the placing of magazine copy in which these recipes should be featured. Then came the letter from the woman which enabled the Libby advertising department to put over a thought which it believes is entirely new.

The letter was a most remarkable human interest document. It went into detail in a way that would almost remind one of the work done by the "sob sister" squad in the Sunday newspapers. Yet it was undeniably genuine.

The woman told of how she suddenly awoke one day to dis-

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cover that she was a household drudge. It startled her to realize that she seldom "had time" to go to the little tea parties and other affairs that she attended when she was first married. She saw that she had allowed her housekeeping to absorb not only her time but her interest and

vertising manager of the company, said to **PRINTERS' INK**, "gave us the preliminary inspiration for the new advertising idea we now are working out. When we got ready to start it we went to the trade and explained that we had become convinced that out of the war had come a new wo-

man—one who has served and will serve mankind in a bigger and better way than ever before. In her war activities she had seen the benefits of systematized effort and had broadened into a more useful citizenship. Consequently she would be more than ever receptive to advertising and selling messages that would tend to show her how she could save time in her house-keeping and thus be able to keep in touch with outside activities in a way that would broaden her vision and make life more interesting. We explained that we proposed to press hard on this angle of advertising and asked the co-operation of our trade to the end that it might be a success.

"We believe we have hit upon a live idea. Time and devices for the home advertised and sold as Women are learn- and systematize their are eliminating much and are turning to that make their tasks ty of household help, is a great deal to do any a woman is to household work to-day se she cannot find to do it. She has

## The Woman Who Never Went Out

*What happened when she realized there was more in the world than the view from her kitchen window*




**I** FIRST—their sudden flash of coming forward in silence came out like a bolt of lightning—that's what she was. One of the army of women gone when the world was girl, while they grew older and wiser, fought and achieved—all finally one morning they woke up and realize that their chance to play has

The bad never seems to be it happen—it had come upon her so gradually she couldn't remember how it began.

When for the first time covered the vast air quite alone—no birds no gulls, no landmass, and no "chaos" given her by friends after they were removed, then in the evening she would go to the ocean, with her head and they'd stop in at the beach's for a couple for the very best, quite as often as she could.

What should she do? It was uncomfortable that she should simply walk out for the door close behind her, as Mary did in The Thief's Story. No such dramatic behavior was needed, anyway. It was a shame for some thought, for constructive effort—

So she sat down in the dark in early midday



She knows she knows it her friends stopped looking for—she was always "out there," or else.



**Grand Real Inspiration:**  
 Quince Lolly: Caramelized and placed in plastic bag with dried rose hips and ground with vanilla and real French oil. (This is a recipe I prepared and adapted for you.)

In the end, as she wrote, as it was

*Some folks from last night say what you have said is genius. Most folks ask, 'Why? I still don't know what you mean.' So we agree. I guess we should be clearer.*

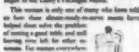
A HUMAN STORY WITH AN APPEAL THAT IS EVER NEW

vivacity. Then came the determination mentioned at the 'beginning of this article.

She devised countless ways in which she could relieve the burden of her housekeeping "chores." She introduced system and definiteness into her housekeeping work. One of the many things she did was to begin the use of Libby's packaged meats.

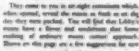
"This letter and a study of the editorial pages in the women's publications," G. L. Culver, ad-

As soon as the reality sets in, her lover tells, she discovered something weird to relieve the burden of her "bondsmanship," "divine." It made little sense long to describe all of them, but one which she mentioned on many more nights in prison, was *The House on the Hill* (1964). The husband, Miles,



are knowing that there are no "hot" more clinics  
side than Lilly's. Perhaps, Mean-Cat  
Bul, Great Bul, Venus Sausage, Van Leaf and  
a few less of other delicious.

They are packaged in Chicago—near center of the world—where the highest quality are available to the Lady kitchens. Only cuts from South American inspected meats are used.



and tabloid ways of carrying them over. She's determined to let Abby's assets work time for her.

[illegible]

**Libby's**

WHAT IS EVER NEW

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1917	1918	1919	To Date—1920
1 Post	1 Post	1 Post	1 Post
2 Digest	2 Digest	2 Digest	2 Digest
3 Collier's	3 Collier's	3 Collier's	3 Collier's
4 Leslie's	4 Leslie's	4 Leslie's	4 <u>Christian Herald</u>
5 Outlook	5 Sci. American	5 Sci. American	5 Leslie's
6 Sci. American	6 Outlook	6 <u>Christian Herald</u>	6 Sci. American
7 Independent	7 <u>Christian Herald</u>	7 Life	7 Outlook
8 Life	8 Independent	8 Outlook	8 Life
9 <u>Christian Herald</u>	9 Life	9 Independent	9 Independent
10 Youth's Comp.	10 Youth's Comp.	10 Youth's Comp.	10 Youth's Comp.

# A Steady Climb

This is a visual record of The Christian Herald's steady climb during the past four years—from ninth place to fourth place among the national weeklies in volume of advertising carried.



## THE CHRISTIAN HERALD

GRAHAM PATTERSON, PUBLISHER

New York

the price but no one to pay it to. This makes her the liveliest kind of prospect for labor-saving devices and for anything that can make her household work easier.

"In addition to this class, which is a very numerous one, we have the awakening among other housewives of the kind the woman described in her letter. You can call it a spiritual awakening perhaps. If one were inclined to be skeptical and unkindly critical he might possibly say that this new move on the part of such women as our correspondent was due to the growing aversion for work which seems to be gaining such a firm foothold in America. But we firmly believe most of it is due to a desire on the part of American women to have more time of their own not for useless pleasures but that they may become better companions to their husbands, better pals to their children and better citizens of their communities.

"Women are in a fair way to have the privilege of the ballot just the same as men. With only one more State ratification needed they may have it by the time the story of this campaign of ours appears in PRINTERS' INK. Women naturally will take this new responsibility seriously. It will tend to make her want more time for self-development. Some people think or presume to think that to get this time she is going to become a less industrious housekeeper and a less devoted mother. People who voice such sentiments do not know the American woman. Her part of keeping up the home will be done as faithfully as ever and a whole lot more efficiently. She is going to adopt specific business plans in her work just the same as her husband does in his.

"Reasoning along this line, we believe we have struck exactly the right note in our new presentation of packaged meats."

The first advertisement of the series setting forth the new idea outlined by Mr. Culver occupied page space in the women's magazines of last February.

It was entitled "When Mother Played Hookey," and told how a woman discovered a way to get the family dinner and still have the whole afternoon off. The copy followed the general idea of the heading and was in rather a large vein. Mother was told how she could have just a little time off if she wanted. Why should she be tied down every day to the house simply to get a good dinner when she could utilize Libby's canned meats in a way that would enable her to prepare dinner in just a little while and have all the rest of the time to herself? With the advertisement were four recipes presented in colors and described fully. Mother was told that here were some new ideas for using canned meats which she perhaps would like to try.

Then followed the kind of copy found in every advertisement—how Libby's meats were packed, why they were so good and so on. The advertisement wound up with an invitation for the reader to send for a booklet entitled "Five Minute Meats" which was designed to lighten the burden of cooking and save time for the home maker.

Another page advertisement was headed "She Had No Time For Her Children." This was another angle of the problem set forth by the woman in her letter. The illustration showed the mother hard at work in her kitchen and a child moping around listlessly not knowing what to do.

At first sight the advertisement might seem to be a bit far-fetched. Yet in reality it is based upon sound psychology and exact knowledge of human nature and practices. What child has not been told to "run along" and not bother mother while she is so busy? This message will go over with every mother who reads it. The advertisement talks impressively of how a woman owes it to her children to plan and systematize her work so she can give more time to them, taking part in their pleasures and thus helping herself as well as them.

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## When father was a boy—

he emulated Dr. Bell by running a telephone with baking powder tins and string.

If the boys shouted loud enough, they managed to make themselves heard. But they itched for some real apparatus to send less public messages.

Now boys can construct a practical telephone that works. At times it has been necessary to curb overflowing enthusiasm in their use of the wireless.

Boys' eager, practical, look-ahead curiosity makes them partial to advertising. Their work and play have advanced

with the times. This made necessary an efficient advertising medium through which to sell them. Collectively they are a tremendous market for an ever lengthening list of manufactured products.

Hence THE AMERICAN BOY, the all-American boy magazine, with its mighty audience of more than 500,000 boys, averaging 15½ to 16 years old.

The success of THE AMERICAN BOY as the advertising medium in its rich field is due to an appreciation that boys are progressive.

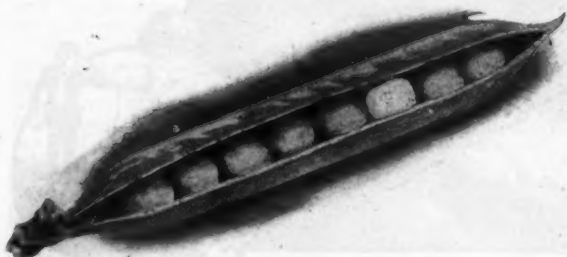
**THE AMERICAN BOY**

"The Biggest, Brightest, Best Magazine for Boys in All the World"

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago



## Like the one white pea in a pod—

**T**HOUGH on the surface your product and competing ones may be "as like as two peas," yet there is a way to make your product stand out from all the rest like the one white pea in a pod.

Not by any superficial differences in your advertising, nor by the magnifying of trivial points, can this be done. No "stunts" of type, art work, or plate making will accomplish it.

But somewhere in your business there is a story that can be dramatized to give you a genuine individuality.

It may be a story of new uses that can be discovered for your product, as the "Skin You Love to Touch" treatments that individualized Woodbury's Facial Soap.

It may be a story developed through a carefully built-up "atmosphere," as that of "Yuban, the Private Coffee of the Greatest Coffee Merchants."

It may be a story of scientific fact discovered through research into the chemical basis of your

---

product, as was the famous sediment test of "Veedol, the Lubricant that Resists Heat."

Somewhere in your product, or in your business, there is a "difference," an idea that can be developed into a story so big, so vital, and so compelling to your public as to isolate your product from its competitors, and make your public think of it as distinctly a different kind of product.

Only by the development and dramatizing of such a story, only by the discovery of a big idea around which every promotion effort can be made to circle, can you gain real distinction for your product.

Without it your advertising is dependent upon volume and brute force alone. With it you have every advantage of a distinctive and favorable personality—a practical monopoly, as valuable as a patent. Every unit of your advertising becomes increasingly effective as it adds to the establishment of this central idea.

The telling of such a story should begin, if possible, with the name of the product itself. Certainly it should be expressed in the package, the container, and every other physical accompaniment of the product. Every detail of the printed message and of its form should be fitted to its telling.

For the products named above, and many others, we have had the pleasure of helping to develop the idea that has made each the one white pea in a pod. We shall be glad of an opportunity to tell you more about it at any of our offices in New York, Boston, Chicago, Cincinnati or London.

**J. WALTER THOMPSON COMPANY**  
*New York*

Chicago, • Boston • Cincinnati • London

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Some more recipes are given—also an invitation to send for the recipe book.

#### A WOMAN'S LETTER INSPIRED THIS ADVERTISEMENT

For May women's magazines there will be page advertisements in colors telling of the experiences of "The Woman Who Never Went Out." The copy will be based directly upon the letter already referred to and will tell what happened to this woman when she realized that there was more in the world than the view from her kitchen window:

"It HURT," says the copy—"that sudden flash of seeing herself as others must see her. A drudge—that's what she was. One of the army of women past whom the world whirls gaily, while they grow older and more faded and colorless—till finally one morning they wake up and realize that their chance to play has slipped away forever.

"She had never meant to let it happen—it had come upon her so gradually she couldn't remember how it began.

"When first she was married she went out quite often—to little tea parties, to luncheons, and to 'showers' given for her friends when they were married, too. And in the evening she would go to the movies with her husband and they'd stop in at the Greek's for a sundae on the way home, quite as they had done when they were engaged.

"But before she knew it her friends stopped inviting her—she was always 'too tired,' or didn't have time. And now, as she stood among her pots and pans, it seemed to her that that was all she ever did. Was it really months since she had been to a party—or did it only seem so? Oh, how she hated that kitchen—even the view from the window was always the same!

\* \* \*

"What should she do? It was inconceivable that she should simply walk out and let the door close behind her, as Nora did in 'The Doll's House.' No such

dramatic solution was needed, anyway. It was a matter for sane thought, for constructive effort.

"So she sat down to think it over calmly.

"In the end, as she wrote us in one of the most interesting letters we have ever received, it simmered down to the conclusion that she had let her job run away with her. She saw that she had allowed her housekeeping to absorb not only all her time, but her interest and vivacity. And she resolved to turn over a new leaf—to start at once to get the upper hand of her job—to run her house, instead of letting her house run her!

"As soon as she really tried, her letter said, she discovered countless ways to relieve the burden of her housekeeping 'chores.' It would take too long to describe all of them, but one which she stumbled on may prove helpful to you, too. She began to use Libby's Packaged Meats."

Another advertisement to appear in the early summer will be headed "Partner—Or Housekeeper?" and will carry out the general idea shown in the previous pages.

Scattered through each page and strongly featured in colors are recipes for each of the four meats featured in the advertisement.

These recipes are not based on theory. They are for good, substantial dishes, originated by experts and tested repeatedly in Libby's domestic science kitchens until they are put in such shape as will make them of real value to the housewife.

The retail trade is taking kindly to the advertising. Reports received in the company's advertising department show that the appeal is stronger and more resultful than any the firm has yet addressed to women.

The salesmen informed their customers of the plan at its inception and has kept them acquainted with its developments. Thus their interest has been kept up to a high pitch. This is one of the real benefits to be gained through enlisting the hearty co-



## "Tell the Truth"

says

**Sherman Rogers**

**A**T a recent meeting of the New York Chamber of Commerce at which were present many prominent financiers, capitalists, and men whose names are known not only in Wall Street but all over the United States and in Europe as well, Sherman Rogers, who not long ago was a lumber-jack in the logging camps of the Northwest, was invited to speak. He delivered an address in which he told those leaders of industry that the cure for labor troubles and labor unrest is "to tell the truth" and he talked to them in what he himself termed "barn-yard English." His address was enthusiastically received and he has since been asked to speak before leading business organizations in all parts of the country.

## The Outlook

considers itself fortunate in being able to announce the publication of a series of articles by him on pressing labor problems under the title "Tell the Truth Papers," the first of which appeared in the issue of April 21. Mr. Rogers has visited many of the large industrial plants throughout the country, talked with both employers and workers, and is able from personal observation and experience to write authoritatively about the industrial unrest that is now so prevalent throughout the country.

**THE OUTLOOK COMPANY**

**381 Fourth Avenue, New York**

operation of the traveling salesmen. A previous issue of **PRINTERS' INK** told how the Libby salesmen were called in to receive some practical instruction designed to line them up in favor of the advertising for evaporated milk. They were thoroughly sold on that campaign, which went over in such good shape that it was easy indeed to sell them on the present effort in behalf of the meats. The retailer is also supplied with advance color proofs of the advertisements and is told in what medium they will appear.

An interesting feature of this advertising is that Libby's meats are apparently subordinated. Little is said about them except in an indirect way. Small illustrations of the meat containers are shown and the names of the meats are given in a logical place in the story. Each recipe calls in an unobtrusive way for the use of some one of the products. This is about all there is regarding Libby's goods, with the exception of a three-line suggestion that the company's mustard be tried with its meats.

Libby's experience with the cook-book contains a lesson for manufacturers in every line. Here was a case of what one might almost call an advertising essential that was growing whiskers. But instead of consigning the cook-book to the scrap heap, Libby connected it with something always very live and uppermost in the minds of the people who use their products—the news of the day. Libby has dramatized a time-worn tool by presenting it in terms of the consumer's needs and going further back than the mere purchase and consumption of the product—the life and ambitions and ideas of the woman of to-day.

### Bear Brand Yarn Account With Erickson Company

The advertising of the Bernhard Ulmann Company, Inc., New York, manufacturer of Bucilla package articles and art needlework supplies, Bear brand yarns, and Glossilla artificial silks, is now being handled by The Erickson Company, New York.

### Binger Company Elections

George B. Caldwell, Harry Meyers, H. H. Parmelee, Benjamin Serlis and Thomas F. McCran have recently been made members of the board of directors of the Binger Company, New York. Mr. Caldwell is president of the Sperry & Hutchinson Company, New York. Mr. Meyers is president of the Hobart Trust Company, Passaic, N. J., and of the Title Guarantee & Trust Company, Jersey City, N. J. Mr. Parmelee is president of the Hamilton Trust Company, Paterson, N. J. Mr. Serlis is president of Serlis & Co., brokers, Chicago. Mr. McCran is president of the Franklin Trust Company, Paterson, N. J., and is Attorney-General of the State of New Jersey.

William G. Adams, who has been assistant to Leonard S. Crone, president of the Binger Company, has been made vice-president of the company.

### New Battery Account for N. W. Ayer & Son

The Westinghouse Union Battery Company, recently organized in Pittsburgh to manufacture storage batteries of all kinds, has chosen N. W. Ayer & Son, Philadelphia, to take charge of all its advertising. The new company will specialize in starting and lighting batteries for renewal on automobiles. Its line will also include batteries for trucks, tractors, motor boats, airplanes, home lighting systems, train lighting and railway signals.

### "The Youth's Companion" Will Change Size

The size of *The Youth's Companion* will be changed from an 800-line page to a 680-line page on January 1, 1921. The publishers state that they believe this new size will "make for both economy and facility in the preparation of advertising copy and plates. Changed advertising rates, effective June 1, 1920, are also announced by this publication. An increase in subscription price has already been put in effect.

### George E. Follett Joins Collin Armstrong, Inc.

George E. Follett, formerly with the Geo. Batten Company, Inc., and Murray Howe & Co., Inc., New York advertising agencies, becomes production manager of Collin Armstrong, Inc., New York, beginning May 3. Mr. Follett will have charge of all production covering art work and the mechanical departments.

### New Auditor for McJunkin

S. N. Becker has become auditor of the McJunkin Advertising Company, of Chicago. He recently was office manager and credit man for Lord & Thomas.



## New York Central Lines Magazine

AND

## Baltimore and Ohio Magazine

Will hereafter be represented by  
Koch's List of Railroad Magazines,  
bringing the total circulation of this  
group of publications to

### A MILLION AND A HALF COPIES

monthly. This list is sold as one maga-  
zine with a rate averaging \$1.10 per page  
(224 lines) per thousand.

These are monthly mediums carrying  
labor and railroad news, stories, movie  
sections, poems, women's departments  
and other matter. They are edited ex-  
clusively for the railroad man and his  
family.

We will gladly send you our combina-  
tion rate and data folder containing com-  
plete information covering these excellent  
and well-established mediums.

## Koch's List of Railroad Magazines

Home Office:  
IRVING V. KOCH,  
122 S. Michigan Ave.,  
Chicago.

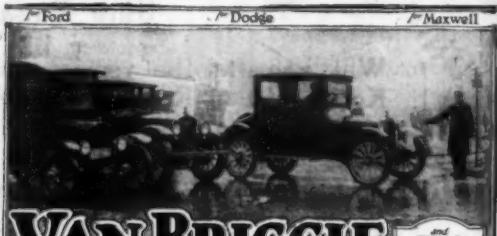


Eastern Office:  
S. M. GOLDBERG,  
303 Fifth Avenue,  
New York City.

# Collier's

## THE NATIONAL WEEKLY

BY GEORGE A. COFF



### VAN BRIGGLE CARBURETORS

always get "away" first

*Van Briggles*  
Explained



The Van Briggles carburetor is a simple, efficient, and reliable device. It is designed to give the engine the best possible mixture of fuel and air, and to do so in a way that is simple and easy to understand. The carburetor is made of brass and is of a simple, efficient design. It is designed to give the engine the best possible mixture of fuel and air, and to do so in a way that is simple and easy to understand.



The Van Briggles carburetor is a simple, efficient, and reliable device. It is designed to give the engine the best possible mixture of fuel and air, and to do so in a way that is simple and easy to understand.

Yon, van, in your Dodge, Ford or Maxwell, may have the abundant satisfaction of Smith's quick "get away"—and other advantages—when your motor is equipped with a Van Briggles Airplane Principle Carburetor.

A fast supply instantly and automatically corrected to meet every changing need of your motor, quick starting, due to the puzzle of "reverse gear," which never always as a primer, constant combustion, brought about by the high flame level, a reproduction closely approaching natural gas—these are outstanding features which have made Van Briggles Airplane Principle Carburetors famous for their excellent power, performance and economy.

FORD (Model FF) \$ 7.50  
MAXWELL (Model FF) 12.50  
DODGE (Model FC) 15.00

The Van Briggles Airplane Principle Carburetor is a simple, efficient, and reliable device. It is designed to give the engine the best possible mixture of fuel and air, and to do so in a way that is simple and easy to understand.

The Van Briggles Airplane Principle Carburetor is a simple, efficient, and reliable device. It is designed to give the engine the best possible mixture of fuel and air, and to do so in a way that is simple and easy to understand.

The Van Briggles Airplane Principle Carburetor is a simple, efficient, and reliable device. It is designed to give the engine the best possible mixture of fuel and air, and to do so in a way that is simple and easy to understand.

The Van Briggles Airplane Principle Carburetor is a simple, efficient, and reliable device. It is designed to give the engine the best possible mixture of fuel and air, and to do so in a way that is simple and easy to understand.

and Shock  
Absorbers  
for  
One Ton Ford Trucks



The Van Briggles shock absorber is a simple, efficient, and reliable device. It is designed to give the engine the best possible mixture of fuel and air, and to do so in a way that is simple and easy to understand.

and Ford Cars



The Van Briggles shock absorber is a simple, efficient, and reliable device. It is designed to give the engine the best possible mixture of fuel and air, and to do so in a way that is simple and easy to understand.

VANBRIGGLE MOTOR DEVICE CO., INDIANAPOLIS, IND., U.S.A.

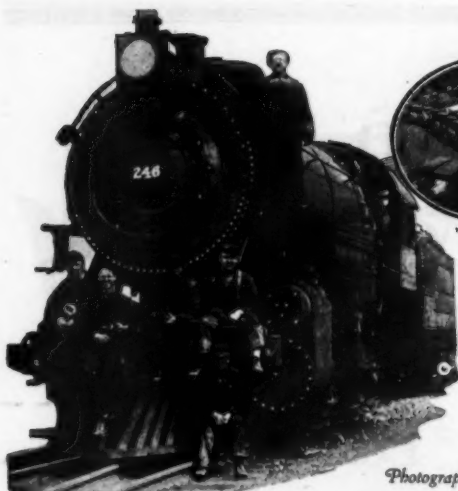
# Van Briggles and Collier's

The Van Briggles  
Motor Device Co.  
is using Collier's as  
the backbone of its  
national advertising  
campaign for the  
Van Briggles Airplane  
Principle Carburetor.

## Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager



Photographic Cartoon Series No. 13.

## Meeting the Emergency via the Concentrated Distribution Route

**W**HEN strikes halt trains, does your output halt too, or have you density of distribution great enough in your home market and nearby states within motor truck distance to absorb your production for a time at least, pretty much as usual?

How many of our largest manufacturers even can supply the possible demand which might be created in the great centers east of the Alleghenies alone, gridironed with fast roads and easy of access for every Eastern manufacturer?

Have you two, or three, or four per cent distribution, pretty much all over the United States, or, whatever your distribution elsewhere, have you eighty or ninety, or ninety-five per cent in the territory which you can always reach—a density which any good article of fairly general consumption can acquire in a remarkably short time by active sales effort co-ordinated with advertising through the leading newspapers in the territory you decide to dominate?

Don't let your product stand even comparatively idle in a rich productive market like Baltimore. Center attention on your goods through forceful, concentrated advertising in the all-powerful columns of the Baltimore NEWS—

*the density and intensity of its 100,000 circulation effects a similar distribution and demand throughout Maryland's great center of population.*

## The Baltimore News

*Goes Home and Stays Home*

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

*Frank A. Webb*  
advertising manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago



# Newsprint and Labor Two Most Important Topics at A. N. P. A. Convention

Resolutions Passed to Conserve Newsprint, Advance Retail Prices and Adjust Labor Conditions—Postage, Advertising and Federal Income Tax Questions Also Considered

**A**BOUT 600 delegates attended the Thirty-fourth Annual Convention of the American Newspaper Publishers Association at the Waldorf-Astoria Hotel, New York, April 21, 22 and 23.

Intense interest characterized the meeting on account of the critical condition of the print paper market. The retiring president of the association, Frank P. Glass, said in his opening address:

"If you have been saving newsprint, redouble your efforts now, for if you don't by the time next fall arrives the newsprint situation will have become infinitely worse than it is now."

Mr. Glass believes the publishers themselves to be responsible for the present scarcity of paper for yielding to the excess demand for it, and that they have caused the skyrocket auction market by bidding against each other.

The report of the newsprint committee was considered at length and the following resolution was adopted:

*"Resolved*, That it is the sense of the members of the American Newspaper Publishers Association that the publishers of daily and Sunday newspapers of the United States use no more newsprint in 1920 than they did in 1919."

Of special interest to advertisers and advertising agencies was the question of changing advertising rate scales from a yearly to a quarterly basis. The association at the November, 1919, convention, approved the proposal to have advertising contracts provide for several adjustments of rate during the year in anticipation of rising costs of production. The New York members of the American

Association of Advertising Agencies, at a meeting held on April 15th, objected to making such a change because of the custom of large advertisers of making yearly appropriations, based on gross sales volume for the year, and the difficulty of getting directors together four or more times a year to consider the matter. Collin Armstrong, chairman of the newspaper committee of the A. A. A., was authorized to prepare a memorial embodying this objection, and to present it to the A. N. P. A. in time for consideration at the convention. The memorial did not come before the convention, but received consideration at a meeting of the board of directors. Action on it, however, was deferred.

The so-called "Underwood Resolution" was endorsed by the convention and referred to a committee of three, composed of Elbert H. Baker, H. L. Rogers and M. R. Jennings, for their consideration. The resolution follows:

*"Resolved*, That the American Newspaper Publishers' Association endorses the broad principle of the removal of the embargo on export of pulp wood cut from crown lands in Canada as applied to all such lands now under lease by American citizens, without special or particular reference to any particular lease of lands, in any particular province, held by any particular company or individual."

A resolution was also adopted endorsing the Poindexter pulp wood survey and reforestation bill because "in the opinion of this convention, it is constructive legislation in the best interest of the country, a necessary step in the

protection of our forest resources and the safeguarding of our political and economic interests, which may be endangered by the control of newsprint supplies centralizing in the hands of another country, no matter how friendly may be our relations with the same."

A programme of unusual length and fullness confronted the delegates at the opening session of the convention. A bewildering array of topics presented themselves for consideration under such general subjects as Paper, Second-Class Postage, Labor, Advertising, Mechanical Circulation and Miscellaneous. The convention programme follows:

#### WEDNESDAY MORNING.

10:00 A.M.—Address of the President—The following will present reports: Treasurer, Special Standing Committee, Manager, Advertising Agents Committee, Bureau of Advertising, Second-Class Postage Committee, Paper Committee, Committee on Standard Advertising Contracts, Committee on Welfare Work, etc., Committee on Federal Taxation, Committee on Schools for Linotype Operators—Topics.

#### WEDNESDAY AFTERNOON.

2:30 P.M.—Newsprint—Topics.

#### THURSDAY MORNING.

10:00 A.M.—Bureau of Advertising—Second Class Postage—Topics.

#### THURSDAY AFTERNOON.

2:30 P.M.—Annual meeting of members to be called and adjourned.—Address of International Presidents—Special Standing Committee—Topics.

#### FRIDAY MORNING.

10:00 A.M.—Reports of Special Committees—Unfinished Business—Topics.

#### FRIDAY AFTERNOON.

2:00 P.M.—Annual meeting of members—Election of Officers and Directors.

Following the morning session on Wednesday, the Bureau of Advertising of the A. N. P. A. held its sixth annual luncheon in the ballroom of the Waldorf-Astoria, presided over by William F. Rogers, of the Boston *Transcript*, chairman of the committee in charge, who introduced William A. Thomson, director of the Bureau. Mr. Thomson presented the annual report of the Bureau's activities, which was reproduced in last week's issue of **PRINTERS'**

**INK**, entitled "Newspapers Develop New Business Through Bureau of Advertising."

The next speaker, John Sullivan, secretary-treasurer of the Association of National Advertisers, spoke on "Advertising Under Fire," whose address was also reproduced in last week's **PRINTERS' INK**.

Harry Dwight Smith, president of the American Association of Advertising Agencies, followed next and spoke briefly on the ideals of his association and its purpose to bring together the public, the advertiser, the publisher and the advertising agency.

Hon. E. T. Meredith, United States Secretary of Agriculture, told the publishers that being a publisher himself and recognizing the value of advertising, he would use the opportunity to advertise the Department of Agriculture to them and through them to the country. His address dealt with the difficulties of operating an important department of the Government under inadequate appropriations and retaining capable department heads on insufficient salaries.

Wednesday afternoon's session divided the interest between newsprint and labor. Several labor leaders appeared before the convention and discussed the labor situation, making particular reference to the hours of labor and the scale of wages. As a result of the discussion a number of resolutions were passed before the convention adjourned. One with reference to the adoption of the forty-four hour week that is now being agitated by the mechanical trades employed in newspaper publishing, reads in part as follows:

"In the judgment of your committee, the forty-eight-hour week is the economic limit beyond which under present conditions in the newspaper industry it is not possible to go without adding an unnecessary increase to burdens already oppressive.

"Holding these beliefs, we recommend that the convention of the A. N. P. A. reassert our ad-

herence to the eight-hour-day and our opposition to a policy that will add further to the distress of the world through shortage of production at a time when the cry is widespread for more men and larger output."

GOV. ALLEN, OF KANSAS, ADDRESSES  
PUBLISHERS ON LABOR

Governor Henry J. Allen, of Kansas, appeared before the convention, at its Thursday afternoon session, and described the workings of that State's Industrial Court. He said in part:

"The underlying principle of government is justice. Ours might be called the court of the penniless man. A laborer may come who has a grievance, and this court is commanded by law to provide that man with expert advice for the full development of his side of the case. If the aggrieved person is not satisfied, he may appeal directly to the State Supreme Court, still without one penny of cost. They say, 'You have taken away the only weapon we had, the weapon of the strike.' It is adequate to answer that in every honorable controversy we have given them the much more effective weapon of the State government."

Other labor topics, as listed on the convention programme, which received more or less extended consideration during Wednesday and Thursday, were:

How many members are willing to give apprentices opportunity to attend preparatory schools one or two days in a week, without deducting the time off?

Is there any member who has not increased any union wage scale or advanced wages since April, 1919?

How many members have had demands during the existence of contracts for increases coupled with strike threats?

How many illegal strikes have been called during the year just passed?

Have any publishers made combination contracts or received propositions for them?

Discussion of wages.—What

rates are paid in different parts of the country; not scales, but actual wages? Will newspapers under normal conditions be able to pay present scales? How can a piece-working price scale be made with a Typographical Union and is it desirable rather than the hour wage scale?

Is there any merit in the profit-sharing plan? How has it worked out where tried?

Would it be possible to interest the International Typographical Union to send out workers to address the locals on the subject of "Duty to Employer"?

Development of printers and linotype operators. What is going to be done to secure adequate numbers of printers, stereotypers, pressmen and mailers?

With reference to the rule of the typographical unions, requiring publishers to reset matter which comes to them in mat form, the convention adopted the following resolution:

"Whereas, It has for years been the rule of the International Typographical Union to require the resetting of matter previously put in type by some other office, such resetting being entirely unnecessary and simply done to increase the amount of work in the second office, as the matter reset is always thrown away, and

"Whereas, Such resetting is obviously a flagrant economic waste, and a deliberate reduction in the producing capacity of the members of the International Typographical Union,

"Now, Therefore, the American Newspaper Publishers' Association in Convention assembled declares anew its unalterable opposition to this practice as being detrimental to the welfare of the nation:

"And, Further, the American Newspaper Publishers' Association calls on its members, while recognizing the obligation of existing contracts in which such practice is permitted, to use all fair means by persuasion and publicity to bring about a clear understanding of the consequences both

to the printing trade and the public of producing type that is destined only for the 'hell box.'"

At a meeting of the officers and directors of the association, a resolution previously presented to the convention was favorably passed upon to recommend to the committee charged with the selection of names for admission to the Hall of Fame of the University of New York, the name of Ottmar Mergenthaler, inventor of the linotype composing machine, known as the "Mergenthaler Linotype." The Senate of the University of New York is now receiving nominations to fill twenty vacancies in the Hall of Fame. Mergenthaler died in 1899 and is now eligible for enrollment under the ten year rule.

#### ANNUAL LUNCHEON AND ELECTION OF OFFICERS

In place of the annual banquet of previous years, an "Annual Luncheon" was held in the ballroom of the Waldorf-Astoria at 12:30, Thursday. Retiring president, Frank P. Glass, introduced Charles H. Taylor, Jr., of the *Boston Globe*, as toastmaster. The speakers were William Collier, the actor, and Frank Crowninshield, editor of *Vanity Fair*, both of whom delivered talks of a humorous nature.

The following officers and directors were elected for the coming year:

President, T. R. Williams, *Pittsburgh Press*; vice-president, Paul Patterson, *Baltimore Sun*; secretary, John Stewart Bryan, *Richmond Times-Leader*; treasurer, George H. Larke, *New York World*.

Two new directors were elected as follows: F. G. Bell, *Savannah Morning News*; E. H. Butler, *Buffalo News*.

The following directors were re-elected: J. E. Atkinson, *Toronto Star*; Elbert H. Baker, *Cleveland Plain Dealer*; Hilton U. Brown, *Indianapolis News*; Harry Chandler, *Los Angeles Times*; H. L. Rogers, *Chicago Daily News*; Charles H. Taylor, Jr., *Boston Globe*.

#### Askue and Kyte Join Fidelity Agency

Russell P. Askue and H. W. Kyte have joined the Fidelity Advertising Agency, Cleveland. Mr. Askue, who becomes a member of the copy staff, was for five years a member of the advertising department of the National Lamp Works of the General Electric Company, Nela Park, Cleveland, and was editor of two of the house-organs of the National Lamp Works.

Mr. Kyte, who becomes merchandising counsel, has been sales manager of the Houk Manufacturing Company, Buffalo, president of the Chasmar-Winchel Press, New York, and has been with the advertising department of the American Wire and Steel Company at Chicago.

#### Made Ad Manager of Hurley Machine Co.

B. J. Dillon has been made advertising manager of the Hurley Machine Company, maker of Thor electric washing machines, home ironing machines, and vacuum cleaners, Chicago. Mr. Dillon has been with the Hurley company during the last six months and prior to that time, was associate editor of *Electrical Review*, Chicago.

H. B. Eversole, recently with Albert Pick & Co., is also with the Hurley Company. Mr. Eversole has been a member of the advertising department of Butler Brothers and of the B. F. Goodrich Company.

#### Two More Publications for Simmons-Boardman

The Simmons-Boardman Publishing Company, New York, publisher of *Railway Age*, *Railway Signal Engineer*, *Railway Mechanical Engineer*, *Railway Maintenance Engineer* and *Railway Electrical Engineer*, has absorbed the Aldrich Publishing Company, New York, publisher of *Marine Engineering* and *The Boiler Maker*. H. L. Aldrich will be elected a director of the Simmons-Boardman company and will have the title of managing director of *Marine Engineering*.

#### C. A. Criswell Sales Manager Gotham Studios

Clyde A. Criswell, recently sales manager of the Ledger Art Service, Philadelphia, has been made sales manager of Gotham Studios, Inc., New York. Before joining the Ledger Art Service, Mr. Criswell had been art director of the Richard A. Foley Advertising Agency, Inc., and had been with N. W. Ayer & Son, at Philadelphia.

R. M. Dodson, recently in charge of the Richmond and Norfolk, Va., offices of Barron G. Collier, Inc., has joined the staff of Cecil Barreto & Cecil, Inc., advertising agency, Richmond, Va.

# Protect your good will in Philadelphia

*the third largest market in the United States*

If you have distribution in Philadelphia, now is the time to protect it by a concentrated advertising campaign in the newspaper which goes daily into nearly every home in and about Philadelphia—The Bulletin.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

"In  
Philadelphia  
nearly everybody  
reads the  
Bulletin"

Net paid average circulation for six months ending April 1, 1920, as per U. S. Post office report

**466,732** *copies*  
*a day*

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.

# THE EVANSVILLE

## EVANSVILLE

Indiana's Second City

Population 85,000

The Evansville PRESS is read in more Evansville homes than both the other papers, as shown by daily city carrier-delivered circulations given in latest analyzed statements:

PRESS - - - - - 12,142

(6 months ending March 31)

Journal 4,659 / - - - - 10,331

Courier 5,672 { - - - -

(6 months ending September 30, 1919)

Government statements, published in April, show a loss for The Courier of 1,230; and a loss for The Journal of 2,315; but that The PRESS lead is really greater than shown above. The PRESS gained 1,648 over the previous six month period.

The editorial content of *Scripps Newspapers* is such that it appeals to people who *think*.

*Scripps Newspapers* are read each week-day in the homes of practically one million intelligent, serious, thoughtful Americans.

Larger circulations might be acquired and held by circulation contests, premiums and other methods of forcing.

However, *Scripps Newspapers* are sold only to people who wish to buy them, without additional inducement.

# SCRIPPS



# A N I L L E P R E S S

PRESS average total paid circulation for six months ending March 31, 1920, was **17,094**

The PRESS not only has the largest city circulation but it reaches more than 87% of the English-reading homes of Evansville. More than 68% of PRESS readers take no other Evansville newspaper.

## *The PRESS Now Leads Evansville Daily Papers in Advertising Volume*

Local display volume for The PRESS, in 1919, was 4,240,740 lines—a gain of 1,592,486, or 60.1% over 1918.

Total advertising volume during 1919 was 5,567,520 lines—a gain of 1,967,532 over 1918. The PRESS now leads all Evansville daily papers in advertising volume.

Akron Press  
Cleveland Press  
Cincinnati Post  
Columbus Citizen  
Covington (Ky.) Post  
Dallas Dispatch  
Denver Express  
Des Moines News  
Evansville Press  
Houston Press  
Los Angeles Record



Memphis Press  
Oklahoma News  
Portland (Ore.) News  
Sacramento Star  
San Diego Sun  
San Francisco News  
Seattle Star  
Spokane Press  
Terre Haute Post  
Tacoma Times  
Toledo News-Bee

# P E W S P A P E R S

Foreign Advertising Department  
Union National Bank Bldg., Cleveland, Ohio

New York Office: Marbridge Bldg.

Chicago Office: First National Bank Bldg.



# The House Built On Sand

was a fine-appearing structure. But the parable shows what became of it under the assaults of time.

It was the house built upon the rock that still stood firm and impregnable, long after the house with unsound foundations had vanished.

The old parable applies with disheartening exactness to the question of newspaper circulation.

How many newspapers there are which, under artificial stimulus, make a brave showing—only to crumble in the test of time.

But a newspaper whose circulation is built upon the rock of public approval, whose foundations are sunk deep in the public trust—that newspaper prospers and waxes with the years.

Such a newspaper, going daily into nearly four hundred thousand Chicago homes—not just this month, nor just this year, but *every* month, *every* year, is

## The Daily News

*First in Chicago*

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# How You Can Acquire Sincerity of Style

A Philosophy of Selling by Mail That Is Based on a Belief in the Goods and a Convincing Knowledge That the Prospect Should Buy Them

By E. P. Corbett

IN a recent article on what goes into the making of a good sales letter, I emphasized that, to my mind, it is essential that the element of sincerity should be an integral part of the letter. Furthermore, I stated that this element of sincerity cannot be "faked," for it is an intangible atmosphere that is between the lines rather than in the words—something that is not read by the recipient, but *felt*.

It will perhaps be said that sincerity *can* be faked—that some great swindles have been put over on a trusting public through letters written by men who knew their intention was to swindle. This is true, and it is the exception that proves the rule. The men who can put over a barefaced swindle by means of letters are invariably men who are so constituted that they can throw themselves into whatever part they are playing—men who, like our greatest actors, temporarily forget their own personalities and for the time being become mentally the characters they are pretending to be.

That is a rare faculty—fortunately. I rather imagine that when the J. Rufus Wallingfords of real life are engaged in impersonating the part of a benefactor to the unfortunate persons whom they have selected as their prey, they so thoroughly forget themselves in their art that for the time being they believe the story they are trying to make the other chap believe. I think it was comparatively recently that I read of a well-known actor who played the "heavy villain" parts, and who said he would no longer continue to play that part because of its demoralizing effect upon his own character.

I remember when I was a small

boy that I was one day in the woods with two other boys, when we found the body of a large hawk. Our boyish imagination immediately thought what fun it would be to concoct a story of how we had bravely fought the hawk and killed it after a thrilling battle. We agreed on the details and spun the yarn when we went home. We were the heroes of the neighborhood. The kids gazed at us in admiration and our proud parents repeated the story to their friends. We could not then tell the truth, so stuck manfully to our guns, even though our consciences reproached us.

In time we began to believe the story ourselves and even planned to go out and kill another hawk. Sometimes I was actually in doubt as to whether or not we *had* killed that hawk. In fact, even now as I write I would hesitate to take my oath that we hadn't done so. Well, killing dead hawks is a long way from writing sales letters, but I do maintain that there are some men who can so throw themselves into a deliberately selected part that they, for the time being, believe themselves to be what they are pretending to be. I imagine such a one might be able to inject the atmosphere of sincerity into a sales letter, but only a comparatively few have that faculty.

## THIS METHOD OF SELLING GOING OUT OF FASHION

Then again, we must take into account the credulity of a large part of mankind. The salesman with the hearty, convincing manner may get a signature upon the dotted line, even though he is not sincere in the belief he pretends that the purchaser will benefit. But in such a case, very often the party sold immediately regrets his

act in signing, and countermands the order by mail. It is one thing to get a man's signature and quite another thing to sell the man so that he will stay sold.

So I repeat that in selling, whether in person or by letters, the first essential is to be sincere. What does sincerity mean? One could not logically expect anyone to buy anything unless he thought it would benefit him to do so. Then, when you write a letter to try to sell anything, you must first convince the person to be sold that he would benefit by buying. Now then, if you really and truly believe that the person to whom you are writing *would* be benefited by your proposition—then you are sincere.

That takes us a step further back. You cannot be sincere in your belief that the other party would be benefited unless you know all about your goods, something about the other party—his needs, etc.—and just how or why the goods you are selling would help him. When you know all those things and then believe in your heart that the man or concern you are writing to would be benefited by having what you are selling, then you cannot help putting sincerity into your letter.

We chaps who write letters have all sorts of stunts put up to us. Fortunately, in a great many cases the goods to be sold are so standard that, with a working knowledge of business conditions, we can easily see that we shall be doing a favor to the prospective buyers by inducing them to buy. Occasionally, however, this is not the case. I have in mind a recent experience of my own. A man came to me and wanted me to write a folder and a letter promoting a certain scheme he had in mind. The plan was perfectly legitimate if the intention behind it was to give a square deal. But—it was of such a nature that there was a chance for it to be used in the other way. I knew something of the man who wanted me to do the work. I had no reason to believe that he was intending to act otherwise than fairly, yet I doubted.

So I advised against the idea. I told him that I doubted that it would be successful. My thought was that the people in his town to whom he would appeal would not have faith in his good intentions; but of course I couldn't tell him that. However, he persisted, and, against my judgment, I consented to do the work, warning him that it might mean only a loss of money. I wrote the circular and the letter—worked hard on them. They looked good, too. But they fell flat and were a miserable failure. I am not anxious to advertise my failures, but this case only bore out my own theories, which is the reason for giving it. It was but a short time afterward that this man failed, so I did not get any pay for my work. That fact rather eased my conscience.

The question naturally arises, whether or not the letter and circular would have been successful if written by another than myself. I do not pretend to know. I do know, however, that in this particular case I was not certain that I was benefiting those who would read the circular.

#### MERELY WRITING TO SELL FALLS SHORT

Genuine sincerity can only come from knowledge of all the factors entering into the business equation. Otherwise your letters may be glowing and eloquent, strong and forceful, short and to the point, but they will merely be collections of words, shaped by a skilled artificer. Look at two paintings of the human form. One is beautiful, its proportions perfect—a beautiful work of art. But the other pulsates life, the eyes bear a message—the whole is life personified. The first picture may be admired for its beauty and perfection of detail—the other will hold one spellbound, and it will seem as though the artist had placed a living soul on canvas. That is the difference between the letter that is written to sell goods and the letter that expresses the writer's heartfelt conviction that his goods will benefit the reader.

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Can sincerity be acquired? Certainly, if the thing you are to sell has genuine merit so that any claim you may make has a basis in fact. Then, too, if the party you are trying to sell is a real prospect. You could not honestly think you were benefiting an Esquimaux by selling him a Michael Angelo for ten dollars. A box of matches would be more in his line.

Let the sales-letter writer learn his goods thoroughly before he tries to write letters that will sell them. If he is working for a manufacturer, let him get out in the factory, ask questions of the men, find out the grade of materials that are used, and breathe the atmosphere of the place. Let him find out whether or not the men take pride in their work, and what they think of the completed article.

Then let him learn something about other makes of the same article, and whether or not his own is intrinsically superior, and

why. In fact, let him know as much as he can find out about what he is trying to sell before he tries to sell it. Let him talk with those of his organization who, from long experience and knowledge, are qualified to give him the facts. Let him test out their enthusiasm for their goods—he will then absorb some of it himself.

Men are of widely different natures. Some are quick to become enthusiastic over their job or the goods they sell. Others are more poised—they may soon acquire an intellectual realization of the value of the goods they would sell, but they do not become surcharged and bubbling over with enthusiasm. Unlimited confidence in one's self and one's goods can accomplish wonders in the selling world.

Salesmen's conventions are wonderful stimulants to sales. The salesman who comes in cold, discouraged and pessimistic will go out brimful of confidence and de-

# The George L. Dyer Company 42 Broadway New York



## Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

termination. He has become imbued with the enthusiasm of the "bunch." He sees them all so enthusiastic and hears so many stories of success that he becomes convinced that his failure was due to himself rather than to his goods, and he goes back to his territory with the feeling that he can and will "put it over." And he does, for he has become charged with such a degree of belief in his goods that his selling talk is sincere. He can make his prospects believe because he himself believes—he is sincere.

#### THE GOLDEN RULE IN WRITING

Personally, I believe that it is a law of life that one to a great extent gets back what one gives. I think that works all along the line. How quickly we sense the feelings of another toward us! And how quickly we reciprocate his feelings, whether they be favorable toward us or the reverse! We are all casting something upon the water, but it is not always the bread of life and good will.

The man who makes himself right with the world will be more apt to find the world right toward him. Think right. Thought, concentrated thought, is creative. Make it always your aim to give the world a square deal; be optimistic and expect only the best; build up your self-confidence and belief in your business or goods; make your actions fit your words; then, when you sit down to write a letter, feel the warm glow of conviction and sincerity that is in you going into the letter and from thence to the reader.

Write from both heart and head—not merely from the head. That is the combination that wins. When Theodore Roosevelt wrote, he used both heart and head. Reading his articles, one felt that one was listening to the man. Right or wrong, Theodore Roosevelt always wrote from the bedrock of conviction. He was either hated or loved by all, but those who loved him far outnumbered those who hated. It was his evident sincerity that gave him his great following. One felt that here was a man—an

honest man—a man who worked hard, played hard and fought hard, but a man who always put himself into everything he thought or did and stood squarely behind his convictions.

Contrast the clarion words of Roosevelt with those of Hughes or Wilson. These two are of the unimpassioned, intellectual type. They speak and write from the head alone. I do not mean to infer that they are less sincere than Roosevelt, however, but merely that they have not the faculty of putting themselves so completely into their words as the latter. Their words do not burn themselves into the hearts of their readers or hearers. Their conclusions are merely the intellectual offspring of a mental process—Roosevelt's were a part of his very life.

It is possible to convince a man that your goods are the thing he should have, and yet not sell him. You have convinced his head, or his reason, but with the average man you must go deeper than that. You must make him *feel* that your goods are just the goods he must have—then you'll get his order. Arouse his feelings and you will induce action. Appeal only to his head or reason and you will usually get only intellectual acquiescence. The selling talk of the salesman is directed at the reason, to lull its opposition. When he feels that he has done that, he switches to his closers, which are almost invariably appeals to the emotions.

Sincerity is a direct appeal to the heart or emotions. No advertisement is a good advertisement without it. It cannot often be simulated. To be sincere you must know your goods, know their value to the one to whom you would sell them, and have an earnest desire in your heart to benefit him.

Sincerity alone will not sell goods. But sincerity and knowledge, backed by the ability to express your ideas in simple words following a logical sequence, will prove the open sesame to a fair consideration of your proposition by the prospect.



## Own Your Own Home

is the advice the JOURNAL has been giving to its readers these many months.

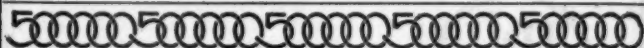
As a service, it assists any interested subscribers with house plans and advice on building materials, heating systems, plumbing, decorating, furnishing and all other things necessary to the making of a home.

### *In the May Issue*

appears the sixth of the JOURNAL'S Efficiency Houses.

**The People's Home Journal**  
NEW YORK

*For 35 Years the Magazine for Every Member of the Family*



**T**HERE are advertisers who place their advertising in **LESLIE'S** for two reasons:

- (1) To create an immediate market for their product;
- (2) To create at the same time a potential market for their securities.

These manufacturers know from actual experience that the average **LESLIE'S** reader is a better than average purchaser and investor. 40% of **LESLIE'S** 500,000 is rated—20% in Dun's or Bradstreet's.

**FRANK L. E. GAUSS**

*Advertising Director*

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CHARLES H. EATON

BY JAMES WATKINS BAGE

ASSOCIATE EDITOR

# Leslie's

*Illustrated Weekly Newspaper*

Half a Million Guaranteed

THE FIRST 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

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LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

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***Try it out in Representative Milwaukee***

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?

There are four English newspapers in Milwaukee. One of them—The Journal—is read by four out of every five persons in Milwaukee who read English. The remaining one-fifth of the English speaking population is divided among the other three papers. Which offers the best advertising value to you—one paper reaching four-fifths for one rate without duplication or four papers with four advertising rates combined involving unnecessary duplication?

Think it over and—

Try it out in Representative Milwaukee.

***The Milwaukee Journal***

HARRY J. GRANT, Pub.      R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

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# Keeping Copy Down to Earth

How Real Photographs of Real People Discourage Fancy Writing in One Agency

By an Agency Copy Chief

LAST fall the agency I am with secured within a comparatively few months quite a number of new accounts.

Besides readjusting the assignments among the writers who were then on our copy staff, it became necessary to add several new writers to our personnel.

After looking over the letters and memoranda in my application file, I finally decided to add three men who would come to us without advertising experience, but who, because of a keen desire to enter the field, and apparent aptitude for the business, appeared to me to be the likeliest material then available.

Besides we like to have plenty of "growing things" around our shop.

Then I came smack up against that old problem which every writer, it seems, struggles with more or less in his early experience. I refer to the tendency to "write fancy."

Having been through the same stage, and having seen it in so many others, I always feel the difficulty of leading a man safely and quickly through that particular period. Direct statements that fancy writing does not get under the skin of the average person do not really convince the writer as far as I can find. He is naturally and properly seeking to express his own individuality. Neither does it help much to point out that the "big sellers" are generally the simply written books—Marie Corelli is perhaps one of the few exceptions.

The new writer may respect the experience of the chief who advises him to "keep it simple" but still be of the opinion that the chief is naturally wedded to his own particular style and can't see anything else.

In ordinary times I have found it best to let the man gently and

naturally emerge from this period, as he always does if he has real perception. It is helpful also to get him out among the "common people," this being done by means of trade investigations or door-to-door canvasses to find out the answer to some question about merchandise that goes into the average home.

But I hadn't time for such procedure. I was facing a real problem.

Man One had a strong tendency to imitate Emerson.

Man Two was crowding his copy with "odd words for their attention value" and artificially hyphenated words like "tire-quality," "aroma-fragrance," etc.

Man Three was a great exponent of rhythm, so much so that he fairly buried the selling thought in billowy words and sentences.

## MEN'S VAST AUDIENCE RATTLED THEM

Yet every one of these men had good stuff in him. I wanted each one for the distinctive qualities that appeared in his work—only I preferred a teaspoonful of it injected into the mixture instead of a bucketful.

One day Man One brought in a piece of copy. With considerable sincerity he said, "I have been trying hard to visualize the groups that buy this stuff, and I am pretty sure that I have got the right angle this time."

That word "groups" started to wake me up. "Groups" was the whole trouble. These fellows, like so many other advertising writers, are writing to "groups." They think so much of the million circulation of the magazine, that they feel the need to get up on a platform and shout lectures at the mob.

No wonder the copy's on stilts. No wonder the magazines are

loaded with preachy messages.

And then I thought of that old story of Edward Bok. Mr. Bok, the legend goes, saw a certain woman in a church out West. This woman was of exactly the type to which he was trying to sell his magazine. He asked about her, to check up his estimate of her way of living. Yes, she was married, took an active interest in her own home, had an average assortment of children, guarded the wishbone at the church suppers, and in all other ways lived a normal, active life.

He went back to Philadelphia, and kept her in mind. He had also secured her name and address. He built a magazine for her. Authors' offerings were scanned with her in mind.

The story continues that the day came when she sent in a subscription to the *Ladies' Home Journal*. It is said that Mr. Bok then knew he was on the high-road to success.

As this passed through my mind I thought I saw a way to save at least a year's experience for the new writers, and a year's struggle for myself.

#### GETTING THE AUDIENCE IN FOCUS

From my desk I extracted a copy of a house magazine, printed by one of our clients. I cut out the half-tone picture of a gentleman's face which appeared among the personalities. He was a typical smoker of the pipe tobacco which the writer was working on. I handed this picture to the writer.

"Look," I said, "here's Vito Cecerrelli—Vito Cecerrelli joined the M—— organization at the Welding Plant in March, 1909. Mr. Cecerrelli bears the distinction that must make him and Mrs. Cecerrelli feel almost as proud of his excellent progress in the M—— organization. We refer to the fact that he passed the federal examiner's inquiry into his fitness for citizenship in the United States of America without one single mistake. Those who have seen the examination administered will realize what an

accomplishment it is to earn 100 per cent in the test.

"Mr. Cecerrelli was born in Italy and served three years in the Italian Army, being discharged as sergeant in October, 1907. Three weeks later he joined the tide of those young men whose ambition for liberty and love of opportunity led them to America. He started out in a shipyard as a punch press man, but after a few months he was attracted by the great field in the automobile rim business, and entered the industry with what was at that time the largest concern making rims. Shortly after he joined that organization of pioneers who made up the first force of the Welding Plant. His first three months were devoted to learning something of shipping, after which he went into the Base Department, where he operated a grooving machine. After a few months the Shipping Department asked for his return to the platform, and he re-entered the department. He has not stood still, however, but has improved his knowledge of the branch of the business to such an extent that he is now head shipping clerk. Mr. Cecerrelli is married and has two fine children."

As I finished reading I said, "Now, honest, would you write the ad that way to sell pipe tobacco to Mr. Cecerrelli?"

"No," said Writer One, after a few minutes' thought, "I don't think I would. Let me work over it some more."

Keeping the photograph before him, the copy man brought back a series of advertisements which for directness, simplicity and selling power beat anything we had previously given the advertiser.

I then lost no time in collecting photographs of various types of men and women. Where possible I would also secure descriptions of their ways of living. In some cases I merely clipped photographs from newspapers and made up the descriptions to go with them. These photographs and descriptions are mounted on cards. For several months, in

making each assignment, I would laughingly choose a picture from my gallery of some person who would correspond to the average type of customer for the article advertised. This I would give to the writer, asking him to prepare his series for that particular man or woman. It got so that they joked a great deal about the plan, and about me, too, I guess, but I had results to point to—time saved, directness gained, fancy writing soft-pedaled.

Writer Two worked long and hard on a series of small-town clothing advertisements. He brought in copy that fairly ached with the "creative effort" he had put into it.

I pulled out a photograph of Homer B. Crowley. "Here," said I, "is the type. Homer B. Crowley is thirty-one years old. He is head bookkeeper for the Local Traction Company. He is married, he has two children, one Ford and six chickens. He attends the Presbyterian Church regularly on Sunday, and goes to midweek services about every other week. He and his wife play cards every Friday night with the couple next door. During the winter, when the Ford is laid up, he plays a mandolin quite a little, while his wife accompanies him on the piano. The opening selection is always the march from Aida. This is their favorite because it is the only piece that they are sure of playing through without making any mistakes. His wife is rather proud of him, particularly because he has a very black and shiny pompadour. She likes to see him well-dressed. Every two years they spend a week in New York. Write your ads to Homer B."

For a campaign on mechanical supplies I referred him to Harry W. Clark. "Harry W. Clark, who is a native New Yorker, hails from a small city near Syracuse, where he was born, raised and educated, and where he started out on his rather surprising race for advancement. His first work was with the local furnace company in his home

town. After a few months, however, he went into the sheet mill of an iron and steel firm at Oneida. Starting at the bottom with this concern, he worked his way up with wonderful rapidity, through all of the departments, attaining the position of assistant manager after seven years of membership in the organization. Clark married Miss Bertha G. Laurens in 1905. Six children have been born in the family, and three promising boys and one young lady are living."

#### WELL TO KEEP THIS WOMAN IN MIND

To Writer Three I gave mostly roughnecks when he was writing to men. His stuff certainly "had a way with the women," however, and on one of our accounts we let him go as far as he likes.

We have one canned food account, however, which did not show up well in his ultra-feminine style. I handed him a photograph of a rather stolid woman with droops in the corners of her mouth and a heavy eye—a first-class hard-shell buyer.

"Write your ads to Mrs. J. B. Lomell," I advised him. "She will be fifty-two in March. Her two boys turned out pretty bad. One is in South America and the other refuses to live at home. Her daughter treats her pretty rough, and is generally away jazzing during spare time. Her husband is quite a decent fellow—he is a locomotive engineer who doesn't get home until ten o'clock every night."

"Generally Mrs. Lomell sits at home alone at night, reading the women's magazines, grouching a great deal of the time. When her husband lands she gives him a 'well-here-you-are-again' look and lets him come in and kiss her without rising from her rocking-chair. After he washes up they swap small talk. Usually she reminds him that life isn't much when you sit around all alone every evening with nobody to talk to. Quite often she philosophizes how much better off a woman is out working, never having to put

up with ungrateful children, etc. However, there is one good thing about Mrs. Lomell. Having few friendships and little resources in an intellectual way, she likes to play in the kitchen and coddle her stomach. You can really get her on food if you go to it hard and wake her up."

In his highly Christian efforts to pull Mrs. J. B. Lomell out of herself, the writer produced some of the hardest-selling copy that has come out of our agency.

Recently we got the account of one of the big trust companies whose dealings are with the older and more conservative class of men. At one of the second-hand book stores I ran across a volume showing photographs of prominent New Yorkers. This I turned over to the writer. By keeping it before him he has been better able to maintain in the copy the right "feeling" in addressing the trust company's clients.

One day we were working on a stove account. As far as I can find out, stoves are apt to be bought by the husband and wife in conference. The wife is the best judge of the practical points in the stove, as far as cooking is concerned, but she wants the approval of her husband on the material and design. It seemed difficult to get the right adjustment between masculine and feminine talking points in the copy. I took a picture of an aunt and uncle of mine from the old family portrait album, and turned the two over to the writer. "Here," said I, "are Mr. and Mrs. Burton M. White. White is postmaster in a town of 30,000. His hobbies are gardening, quoits and flivvering. He is handy with tools—built his own garage and can paper his own walls. Mrs. White is a 'nut' on preserving. Half the cellar is racked up to accommodate the winter fruits of her summer canning."

"Mr. and Mrs. White are both sitting beside your desk. Go back and sell them this stove."

He did.

On one of our accounts we use considerable space in selling to

the hardware trade. The man to whom I had to turn had not much experience in trade-paper copy. I cut a picture of a typical, medium-sized hardware store, and another picture of a hardware merchant out of a copy of *Hardware Age*. These I turned over to the writer.

"You have just entered this store," I said, "and you are going to talk with this man who is the proprietor. He leads a very busy life. He belongs to the Odd Fellows, the Red Men, the Masons and the Knights of Pythias, and he doesn't get a chance to read a single magazine to see the advertising on the tools we want him to stock, so our magazine advertising is rather difficult to sell to him. Go to it."

I am letting up now on my use of these photographs, as the need is passing by, but in my experience I have never run across another tool which enabled me so easily to get from young writers a consistent run of natural and mature copy.

When the pressure is hard, and a rush of work makes the writer slam his words together, I pull out the bottom left-hand drawer of my desk and produce one of my "Assistant Copy Chiefs." "Here," I say to the writing man, "meet Mr. P. K. Shute, of Stroudsburg, Pa. Just read your copy aloud to Mr. Shute and see if you don't want to touch it up a bit."

### Ralph Foote With Sherman & Bryan

Ralph Foote, recently in the service department of Frank Seaman, Inc., New York, has joined Sherman & Bryan, Inc., of the same city, in a similar capacity. Mr. Foote's advertising experience includes association with the Ethridge Association of Artists, the Remington Arms Company and the Martin V. Kelley Company. During the war he was director of the bureau of advertising of the American Red Cross.

### Pierre Agency Moving to New York

George H. Pierre, advertising agent, of Wilmington, Del., will move his main offices to New York on May 3.



# New "reader-interest" for COAL AGE



Harris &amp; Ewing

C. E. LESHER

"Coal Age," since its establishment, has been the recognized authority on the technical and labor problems of efficient, low-cost and safe production of coal—bituminous and anthracite. Recognizing the ever-growing demand for a similar type of thinking on profitable distribution and merchandising of coal, "Coal Age" is broadening out to meet these needs.

To fill this new mission, Mr. C. E. Leshner has joined the staff of "Coal Age" as co-editor with R. Dawson Hall. During the war Mr. Leshner was head of the apportionment division of the U. S. Fuel Administration. When about to be designated chief of the Mineral Resources Branch of the U. S. Geological Survey, he accepted the Directorship of the National Coal Association's Bureau of Economics.

The coming of this well-founded authority to "Coal Age" means an even broader and solidier reader-interest and a correspondingly greater value to advertisers who wish to meet the coal industry's demand for labor-saving equipment and coal mining materials generally.

One of the

11 McGraw-Hill Publications

## COAL AGE

McGraw-Hill Company, Inc.  
10th Ave. at 36th St., New York





**KANSAS FARMER & MAIL & BREEZE**

KANSAS *The* SECTION

## **CAPPER FARM PRESS**

**-concentrating on Kansas  
yet an integral part of a  
medium read on more  
than 1,100,000 farms**

**----- Plus broad service of  
extensive editorial, ad-  
vertising and research  
departments of  
THE CAPPER FARM PRESS-**

— Thru more than half a century of progress as advocate, recorder and advisor of farm life, **KANSAS FARMER & MAIL & BREEZE** has retained its enthusiasm and its vision.

From sod houses and grasshoppers to electrically lighted farm homes and fourth place in agricultural production, Kansas has maintained a reputation for enthusiasm and vision.

When you consider that **KANSAS FARMER & MAIL & BREEZE** is read in 56 per cent of the farm homes in Kansas, you understand why it is the salesman of the largest and most progressive firms of the country.

## *The* **CAPPER FARM PRESS**

(MEMBERS A.B.C.)

**Arthur Capper, Publisher**

Marco Morrow, Asst. Publisher

**TOPEKA, KANSAS**

CHICAGO.....	109 N. Dearborn St.
NEW YORK.....	501 Fifth Avenue
DETROIT.....	Ford Building
KANSAS CITY.....	Graphic Arts Bldg.
ST. LOUIS.....	Chemical Bldg.
OMAHA.....	Farnam Bldg.
OKLAHOMA CITY.....	Farmers Nat'l Bank

## On Top of the Matterhorn

- in the wilds of Africa
- mid the flower gardens of Japan
- you can always tell
- the man from Brooklyn
- by his inseparable companion
- The Brooklyn Eagle

### *So Spoke a Famous Editor*

- Mr. Rollo Ogden
- of the New York Evening Post.

### *And Right Here in Brooklyn*

- this same confidence
- is shown
- by the ready response
- on the part of the public
- to every thing

## The Brooklyn Eagle

*Dominant in Brooklyn*

- undertakes.

Third in 1919 advertising volume among the eighteen New York papers.

A. B. C. Member

O'MARA & ORMSBEE, Foreign Representatives

# Killing Off the Seasonal Handicap

How Rockinchair and Duofold Get Together to Turn Six Months into Twelve

By Robert Bostick

IF your name happens to be Jones, and you are a manufacturer of earmuffs, your sales and advertising problems differ widely from those of Mr. Johnson, in a town 500 miles away, who makes electric fans. Jones' patented earmuffs will be selling strong in the winter months, but they are a drug on the market when the temperature hits ninety. Nobody wants Johnson's fans when zero weather comes, but during Jones' off-season they are selling like hot cakes.

The company with a seasonal product has a sales force as busy as bees at one time of the year, and sitting around waiting for the weather to change during the rest. Is it best for Mr. Jones to add a line of hot-weather products to his line, perhaps competing with Mr. Johnson's fans, or is there another way out of the difficulty? If some good fairy could bring the two men together for conference an interesting combination might be effected. And this is exactly what happened in the case of the Duofold and Rockinchair underwear companies.

Rockinchair is a spring and summer athletic underwear. The peak of its retail selling season is reached along in May and June, and recedes in July with some business running over into August. Duofold, on the other hand, is a winter garment, with its peak sale season in October and November, declining in December and January. Each of these products goes in the same general field, but with an entirely different sales and advertising problem, and was sold by a separate, individual manufacturer.

Some five years ago, for example, Duofold underwear was sold by a commission house handling eleven different lines of underwear, several of which in a sense competed with Duofold. Rockinchair, made by Henderson

& Ervin, was sold by its own sales force, consisting of twenty-two men. As the latter was an athletic or summer garment, the men naturally were busy only about half the year. It is conceivable, without any point of contact, that eventually one underwear might have added a garment salable for the rest of the season and so gone into direct competition with the other. However, in this case, the good fairy, in this case being an advertising agency, brought them together.

## SUMMER UNDERWEAR SALESMEN TAKE ON WINTER LINE

The first result was that the companies decided to adopt the same sales force. Duofold, instead of selling through a commission house, turned over its entire selling to Henderson & Ervin's organization. This naturally resulted in some useful advantages. Duofold received a high-class and specialized selling organization which was enabled to devote at least six months' time exclusively to the task of selling Duofold underwear to dealers.

Rockinchair, which had the sales force, was able to reduce its selling overhead materially by having another line that would pay half the selling expense, the men being kept busy twelve months in the year instead of only six.

Henderson & Ervin thus become, in a sense, the sales department for both Duofold and Rockinchair underwear. This firm is in direct charge of sales for its own garments, and also in charge of sales for Duofold under the supervision and with the approval, as far as policy is concerned, of the Duofold manufacturers.

In addition to having the same sales force, the two concerns co-operate very effectively in their advertising. While each company provides its own advertising appropriation and spends its own

money, both have standardized their field and thus are able to combine their advertising to get the greatest possible consecutive benefit from it.

At the start, this was accomplished in a small way merely by mentioning one garment in the

tised in the May, June, and July issues.

After trying out the above plan for two years, this year it was decided to advertise both lines twelve months in the year. For four months Rockinchair is fea-

tured; for four months Duofold is featured, and for four months fifty-fifty copy is run—that is, an equal amount of space is devoted to each one of the two different styles of underwear. When either garment is featured, the other is mentioned at the bottom so as to keep the name alive, even out of its ordinary selling season. In addition to the national advertising, each advertiser also runs his individual newspaper campaign and a thousand-dollar window display contest.

The Rockinchair newspaper campaign runs for six weeks, beginning a round May 1, with two insertions a week, in two papers of the twenty-four largest cities. Duofold runs a similar newspaper campaign in October and part of November. The newspaper advertising

features only one product, the other not being referred to. The dates on which these campaigns begin vary according to the opening of the season.

Thus the combination advertising campaign of these two concerns, which, under some circumstances, might be competitive, is concentrated in these three elements: first, the national campaign practically on a twelve-months basis keeping both names before the public at all times, but featuring the proper seasonable garment in the four months of its particular



**ROCKINCHAIR**  
Athletic Underwear for Men & Boys

*Wonderful for Ease and Comfort—because of the full blouse in back shows the waist, chest and back, transverse ribbing, moisture, and therefore perfect fit secured (1) by making every size in three lengths, Regular, Short, Extra and Tall Size, and (2) by use in the cotton knit of the "Katie Break" process of leading the rolls of Rockinchair cotton garments absolutely undrinkable.*





**Duofold**  
Health Underwear  
for Men, Women and Children

*Flare protection against catching cold. The transverse fabric, like the screen window, the lungs cold out an. warmth in—the fabric with the cotton all an a inside, over the skin, then keeps you comfortable even in warm rooms, and the wool all to the nature. For Men, Women, Children and in Warm Wear.*



HENDERSON & BERRY—DUOFOLD HEALTH UNDERWEAR CO.  
New York: 601 Broadway Chicago: 101 & 102 St. Louis: 120-122 Market St.

BETWEEN SEASONS THERE IS THIS SORT OF REMINDER FOR BOTH SUMMER AND WINTER GARMENTS

other firm's advertising, but the advertising was still confined to seasons. Later, the co-operative idea was used more thoroughly.

In the spring and summer, when Rockinchair was extensively advertised, the name Duofold was kept before the public by simple reference to it at the bottom of each advertisement. When Duofold was heavily advertised in the fall, the name Rockinchair was kept alive in the same way. In the past, Duofold used the October and November issues of periodicals and Rockinchair adver-

*A circulation is no larger than  
its value is to you*

## First in Automobile Advertising in Chicago's Evening Newspaper Field For the First Three Months of 1920

Following its record as dominant Automobile medium for the past five years in Chicago's evening newspaper field, The Chicago Evening Post again leads all Chicago evening newspapers in Automobile advertising for the first three months of 1920.

Following are the figures, in agate lines, giving the amount of Automobile advertising carried by the four Chicago evening newspapers from January 1st to March 31st inclusive. These figures are furnished by the Advertising Record Co., an independent audit bureau:

<b>POST</b>	- - - - -	<b>269,731</b>
<b>News</b>	- - - - -	<b>236,597</b>
<b>Journal</b>	- - - - -	<b>129,095</b>
<b>American</b>	- - - - -	<b>88,275</b>

Irrespective of the specious arguments of the bulk circulation mediums as to their pulling power in lines of class, the man who spends the money knows.

He has paid for his knowledge in both money and time and his experience has taught him that class people demand class newspapers, and that the cost of wastage in most mediums of bulk circulation makes their use prohibitive except for the purposes of general publicity.

## The Chicago Evening Post

*Eastern Representative:*

Kelly-Smith Co., Marbridge Building, New York

*Western Representative:*

John Glass, Peoples Gas Building, Chicago

### THE SHAFFER GROUP

Chicago Evening Post	Louisville Herald
Indianapolis Star	Muncie Star
Denver Times	Rocky Mountain News
	Terre Haute Star

season. Second, a sharp local newspaper campaign in the twenty-four leading cities concentrated in six weeks, dating from the opening of the season for such merchandise in that locality. Third, a thousand-dollar window-display contest running for Rockinchair in May, June, and July, and for Duofold in October and November.

In this way, in addition to using the same sales force and joint advertising campaign, each concern is enabled to get the benefit of the other's experiences, in window-display contests, in sales methods, and in every other way where mutual co-operation for the common end of increasing joint sales springs to the surface.

This novel co-operation seems to open the way for all sorts of possibilities, now that Rockinchair and Duofold have proved that it can be done. Instead of a "seasonal" concern adding to a family of products in order to keep its sales force busy all the year, let it look up another concern which sells in its off season and combine with it—with one sales force and a joint advertising campaign.

If it applies to two different lines of underwear, it might apply equally well to an ice cream manufacturer and a man making pancake flour, to the manufacturer who makes a remedy for chapped hands and the one who puts out a sunburn cure. Only the future can tell, but Rockinchair and Duofold offer a mighty interesting example of what can be accomplished.

#### W. H. Hartley at London for Multigraph Co.

W. H. Hartley, formerly division manager of the American Multigraph Sales Company at St. Louis, and later Detroit, is now general manager of the International Multigraph Company (Britain), Ltd., London.

#### Simmons Hardware Companies' Earnings

The Associated Simmons Hardware Companies, St. Louis, had earnings in 1919 before interest charges, but after federal taxes, amounting to \$2,124,229. Earnings for the last five years have averaged \$2,179,275.

#### Department Store Issues Own Newspaper

Because the newspapers of Cleveland were obliged to curtail their issues and thereby omit many columns of local advertising, due to shortage of newsprint occasioned by the general tie-up of transportation facilities during the railroad strike, a local department store was obliged to issue its own newspaper in order to secure necessary publicity for a special sale.

The sale was a fifty-year jubilee event that could not be postponed because of plans previously made. In order, therefore, to reach the public with the announcement of the special sale features the advertising manager of the store issued a four-page newspaper, regular size, printed on paper approximating newsprint in weight and color.

The paper was called "Taylor Store News-Jubilee Extra," and was issued by the William Taylor Son & Co. The first page was devoted to playing up the many sale features, special contests, exhibits, banquets and other events, with a photograph of the store's founder, William Taylor. A double spread of the inside pages consisted of a listing of "Jubilee Specials" for all departments of the store. The fourth page was part "news" and part advertising.

#### New York Ministers Discuss Church Advertising Plans

Two hundred clergymen of Greater New York met April 19 in the Rose Room of the Plaza Hotel to listen to the first lecture of a series by Herbert H. Smith, of the department of publicity of the Presbyterian Church in the United States. Mr. Smith's subject was "How to Increase the Power of the Pulpit Through Publicity," in which he discussed methods of enlisting the interest of church members in advertising their own churches. Lantern slides of church printed matter and advertisements were shown. W. G. Bryan, of the New York *American*, presided.

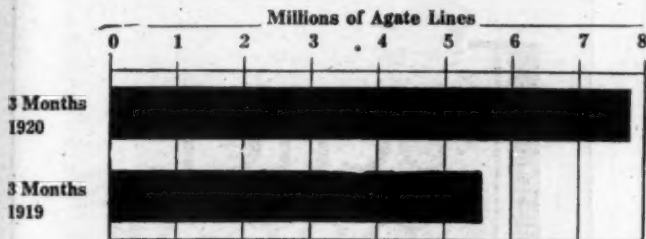
#### Guy Hubbard in Educational Film Work

Guy Hubbard, of the staff of the *Dry Goods Economist*, New York, has been appointed head of the scenario department of the Economist Film Service. He has resigned as instructor in the advertising and salesmanship divisions of the School of Business, Columbia University, of which he has been in charge since 1912.

#### R. P. M. Lewis With duPont

The Chemical Products Division of E. I. duPont de Nemours & Company, New York, has appointed R. P. M. Lewis as assistant to Sales Manager R. L. Vilas, in charge of sales promotion. Mr. Lewis was recently sales promotion man with the Dixon Crucible Company.





# The Three Sunpapers Gained 2,325,351 Lines of Advertising in the First Three Months of 1920

During the first three months of 1920, **The Baltimore Sun—Morning, Evening and Sunday**—carried 7,829,786 agate lines of paid advertising as compared with 5,504,435 lines during the same period of 1919.

**The Baltimore Sun** has grown steadily in the past five years and is still growing.

This growth is a reflection of the growth of Baltimore as an industrial and commercial center. The outlook for business in Baltimore was never better.

If there is anything you want to know about creating a profitable market here for your product, write our Service Department.

You can cover Baltimore with the greatest efficiency and economy by using **The Sunpapers**, because

## Everything In Baltimore Revolves Around THE SUN

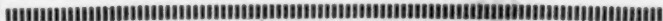
**Morning**

**Evening**

**Sunday**

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago



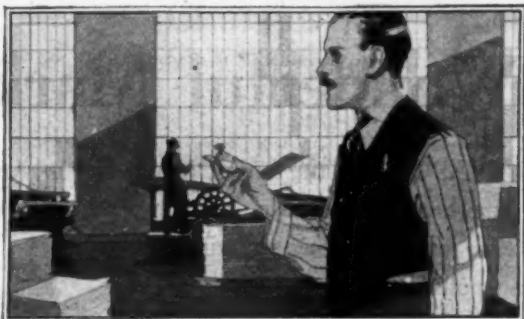
# [[ better paper better printing

S. D. WARREN COMPANY

BOSTON, MASS.



Printing Papers



### *Speed Up the Presses*

**I**S that big edition of your catalogue late?

Must your printer cut corners to assure prompt mailing? If you can specify a paper which saves time in make-ready and presswork, you will aid him materially—and Cumberland Super Book is such a paper. Even with time to spare, you are quite likely to select Cumberland Super Book from among the dozen Warren Standard Printing Papers for large catalogues containing both

type and illustration.

Cumberland Super Book is an uncoated, supercalendered paper, uniform in color, easy on the eyes. It carries type having light lines more satisfactorily than coated papers. It takes most half-tones well, but those not exceeding 133-line screen give best results in rapid presswork.

What Cumberland Super Book does on the press once, it will repeat. It is safe and sure, and it speeds up the run.

S. D. WARREN COMPANY  
BOSTON, MASS.

**Warren's**  
STANDARD  
**Printing Papers**

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**WORLD'S ADVERTISING CONVENTION, JUNE 6-10**


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# A Wonderful Market

**I**NDIANAPOLIS is the largest inland city in America. It is the heart of the great Indianapolis Radius, spider-webbed with interurban lines centering in Indianapolis.

The Indianapolis Radius is a great manufacturing market. There are 176 "national advertisers" in this work shop. Yet at the same time the Indianapolis Radius is a great consuming market. It is the 13th retail market of America.

This market is an easy one for a manufacturer to cultivate when he supports his selling efforts by year-in-year-out advertising in



World's Largest  
Interurban Terminal

## THE INDIANAPOLIS NEWS

*First in America in 3c Evening Circulation*

New York Office  
**DAN A. CARROLL**  
Tribune Building

Chicago Office  
**J. E. LUTZ**  
First National Bank

**FRANK T. CARROLL**  
Advertising Manager

*The merchandising service department  
of the News is able to advise a manu-  
facturer of the easiest ways to "work"  
the Indianapolis Radius.*




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**INDIANAPOLIS**


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**CENTER OF  
DISTRIBUTION**

# Publishers Themselves Bring Audit Changes

Millennium Not Yet Reached in Circulation Methods, But Progress Being Made

By L. B. Jones

Advertising Manager, Eastman Kodak Co., President of the Audit Bureau of Circulations

[EDITORIAL NOTE: During the American Newspaper Publishers Association convention a special luncheon was given by the Bureau of Advertising of that association in honor of the board of directors of the Audit Bureau of Circulations. *PRINTERS' INK* is glad to be able to present to its readers the informal remarks made by the president of the A. B. C. to some of the key men in the newspaper publishing business. In the hurry of a big convention the intimate informal meetings lead sometimes to important changes in policy—and they seldom get into print. Mr. Jones' talk and the luncheon which prompted it are good examples of co-operation for the general good of advertising.]

I AM now sure that the A. B. C. is a success.

There is absolute proof of it in the fact that there are so many men who claim to be its father.

I intended to have a list of these people compiled—but found that all of our adding machines were busy. With all those who claim to have been in at the birth, properly classified, the A. B. C. pedigree would sound like a chapter from Genesis.

But whoever begat it, I was one of the first members of the association that was its mother—the old three A's.

But they never made me president of that organization—so I got out.

It's a wise child that knows its own father, anyway, and in this case I am sure that many of the fathers and mothers did not pay much attention to the child. The mothers probably played auction in the afternoon and the fathers had to sit up with a sick friend at night.

But little A. B. C. had a wonderful nurse, and his name was Stanley Clague. He has brought the mewling infant of a few years ago along to healthy manhood.

But even after an organization comes to the full stature of manhood, it must continue to develop or it will stagnate. The board of directors of the Audit Bureau have no easy path to follow. It is their desire to progress, to widen the usefulness of the organization so far as such usefulness can be widened with fairness to all and within the funds provided.

We want to give to the agent and to the advertiser more and more of the facts that have a bearing on circulation quality. There have been mistaken suggestions at times from misguided individuals who believe that we should classify publications as to their advertising value. This we can not do, because we can handle only the tangible facts. When we get into the intangible we have at once gone out of the sphere of the audit. We would not be in mere danger of wrecking on the rocks of argument—we would be certain of wrecking.

There are parts of our reports that should be more complete. You know it and the board knows it. The board feels a responsibility of leadership, and it is our feeling that we must build up a sentiment in favor of giving all the salient facts regarding circulation. Perhaps to some we may at times appear too radical. Speaking for myself, and I believe every member of the board feels the same way, I have no objection to being the target of criticism when it is criticism of something accomplished or something strenuously undertaken. Even the critics don't fire at a dead one, and there's more fun in receiving the shafts of criticism than floral easels—especially if the latter have

R. I. P. delicately picked out in them in white flowers.

Your board of directors—No, that isn't quite right, but we will let it go that way. (If there are any here whose board of directors we are not, Mr. Clague will take your application after luncheon.) Your board of directors is constantly in receipt of suggestions from publisher-members as to improvements in the service. Most of these suggestions are good and our agency and advertiser-members would welcome their execution joyously. Here is a fact that I want to put over to you. Practically all of the suggestions for tightening up the audits come from publishers and are welcomed by advertisers. The advertisers want more information, but, as a rule, are not clamorously insistent about getting it—yet. They are now getting so much more than they ever had before that it seems to be their policy, and perhaps a good one, to let the publishers themselves bring about the ideal conditions. I trust that I am among friends and that no offense will be taken when I say that many of the suggested improvements made by publisher-members are submitted on purely selfish grounds. Frequently it happens that the publisher wants made more prominent in the Reports and Audits those phases of circulation in which his newspaper or magazine excels.

Publisher A, not having used premiums within the last year, wants all premium circulation deducted, in red ink, on the first page.

Publisher B, now having no subscribers in arrears, wants all subscribers in arrears deducted, in red ink, on the first page.

Publisher C, having no canvassers on commission, wants all subscriptions received through canvassers on commission deducted, in red ink, on the first page.

Publisher D, having no canvassers on salary, wants all subscriptions received through canvassers on salary, deducted, in red ink, on the first page.

Publisher E, excelling in urban circulation, wants all urban circulation printed in red ink, on the first page.

Publisher F, not printing the official organ of any society, wants all circulation acquired by other publishers, through their issuing the official organs of some society, deducted, in red ink, on the first page.

And so it goes. Some of the deductions so suggested would, perhaps, be highly desirable, but, gentlemen, the millennium is a long way off. These suggestions, the personal controversies between local publishers, the making of deductions from the Publisher's Statement in the Audit Report (due usually to errors on the part of the publisher), are among the subjects that Managing Director Clague constantly and the Board frequently are obliged to wrestle with.

Right now we are preparing to go more into detail in certain parts of the audit work, and hope, some day, to fully eliminate those words we so detest—"actual figures not available."

Just here I want to tell you, in a word, something of how faithful the A. B. C. Directors are. There are twenty-one of them; they hold meetings every month in the year except August. They come from New York State, Illinois, Michigan, Ohio, Missouri, Kansas, Wisconsin, Massachusetts and Canada. They are all busy men in a big way; they serve without pay, but in the little over a year that I have been president, we have never failed of a quorum. At the last meeting in March, with nothing more than our usual interesting routine to call them together, we had fifteen directors present.

Gentlemen, I tell you this to show you that we are in earnest, and our hope is that some day, at the masthead of every newspaper and magazine and trade journal, and in every A. B. C. Publisher's Report and in every A. B. C. Audit, we may read, on the front page, in red ink—"All figures now available."

## —grooming a candidate

How methods of selecting a candidate have changed from the olden days when the appeal was made exclusively from the platform! How few people today can have the opportunity to hear the speaker's voice!

Right now the various candidates for the highest office in our land are being mirrored to the multitude through daily Newspapers.

Consider to what extent we, the American people, must rely upon our daily Newspapers for information to shape our very destiny! What a power, what an incomparable influence the Newspapers control!

And these same Newspapers can be used to sell merchandise—*your* merchandise.

Are *you* capitalizing this privilege?

Invest in Newspaper Advertising

### E. Katz Special Advertising Agency

Established 1888

### Publishers' Representatives

Chicago  
Kansas City

New York

Atlanta  
San Francisco



# Fur Industry Recruits Apprentices by Advertising

Philadelphia Furriers Open a School of Instruction and Advertise It in City Papers

A GROUP of the best-known furriers in Philadelphia recently called upon advertising to help them launch a novel educational plan. For some time past, these furriers say, there has been a marked scarcity of skilled fur workers, so they have organized what they call "The Fur Educational School of Philadelphia." Simultaneously with the opening of the school they started to publish a series of display advertisements in the Philadelphia newspapers.

The first advertisement in the series was an appeal to parents, as well as to boys and girls who are of an age to learn a trade but have not yet decided just what they want to do. After asking the question in a display line, "What Are You Going to Make of Your Boys and Girls?" the copy explains that the trade of the fur worker is not only interesting but well paid, and that there is a scarcity of skilled workers, and consequently there are good opportunities awaiting boys and girls who take up this work. Announcement is made of the establishment of The Fur Industrial School of Philadelphia, and the names and addresses of the furriers who have constituted themselves a committee to back this new institution.

The school was opened on March 8, and there are sessions five days a week, from 9 to 12 o'clock in the morning and from 2 to 4 o'clock in the afternoon. The course will run for four months, with an expert furrier in charge.

"The chief purpose of this advertising," said Theodore F. Siefert, chairman of the Educational Committee, the other day, in explaining the plan, "is first, to acquaint the public with what we are doing, and to show the parents the opportunities for boys and

girls in the fur trade. Second, we are counting on the advertising to recruit students in the school. The week the school opened, our first advertisements brought as many applicants as we could handle. Some of these boys and girls will show such aptitude for the work that we will be able to give them regular positions, where they can earn as well as learn, before their four months' course in the school expires. Some of the students that started the course will find, after a few weeks, that they are not fitted for the work; these will drop out and new students will be recruited to fill their places.

"Each boy or girl entering the school is required to pay a tuition fee of \$50 for the course, but in those cases where we find that the students, after trying conscientiously to learn the trade, realize that they are not fitted for it and decide to drop out, the money will be refunded.

"In our advertisements we are telling the public that fur operators and cutters make from \$30 to \$75 a week and upwards in the season. Each student entering must, of course, have the consent of his or her parents."

Mr. Siefert explained that up to twenty-five or thirty years ago there was always an ample supply of furriers. Most of the workers in the trade were Germans, who had followed in the footsteps of their fathers and grandfathers. But in recent years sons of the old-time German furriers have been turning away from their fathers' trade and going into other lines of work.

Through the establishment of their school and the telling of their plans to the public, these Philadelphia furriers hope not only to awaken new interest in the fur trade, but thoroughly to Americanize the workers.

# *A Powerful* MERCHANDISING FORCE

"Your newspapers exert a wonderful Dealer Influence. Our specialty men have used your Dealer Introduction successfully all over Oklahoma."

This quotation from a National Advertiser whose product was almost unknown in Oklahoma four months ago, indicates the ease with which the prosperous Oklahoma market may be entered.

A reasonable advertising expenditure in Oklahoma now will bring surprising returns. Few sections as large as Oklahoma can be covered at such minimum expense.

A Merchandising Staff with an intimate knowledge of local trade conditions stands ready to help you, to work with and for you. Ask us today about Oklahoma for your product.

## MERCHANDISING DEPARTMENT

# **THE DAILY OKLAHOMAN and TIMES**

Morning, Evening and Sunday. Net paid daily 91,130 A. B. C.

National Representatives:

**B. KATZ SPECIAL ADVERTISING AGENCY**

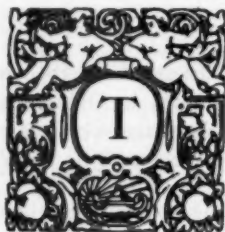
New York    Chicago    Kansas City    San Francisco    Atlanta

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# An Art Message of Great Importance

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THE Advertiser wants better illustrations, better designs, better decorations. Those who labor in the World of Art desire that this ambition be realized.

Every artist, worthy of the name, recognizes the importance to all peoples, everywhere, of a high ideal and splendid expression. And these artists will work to that end if they are convinced of YOUR sincerity—your earnest desire to whole-heartedly collaborate.

It is possible to enlist the services of the ablest of these craftsmen—men who otherwise could not be induced to do so by a salary offer, however large, if they can be convinced that they are understood in their desire to place American Advertising art on the very highest artistic plane.

We truly believe that the time has come when these artists can look to the Advertiser for a clearer, finer appreciation of the better things the Artist aims to do. Unhindered, given an opportunity to express

some of his own pictorial initiative, he will dignify as well as embellish the physical attributes of the printed message.

It is our privilege to present, not only these men to you, but to ask them, in their own mood and language, to give individual expressions. They will voice the ideals they have and the larger elements of the Advertising Art that is to be.

Our function shall be to serve you—and them. We will introduce the artist to the advertiser. We believe the affiliation should be one of keener and more sympathetic understanding.

And from this service, shall come what we all hold mutually important—the artistic bettering of the art of the advertisement. These pages will be builders of Confidence.

Therefore, beginning in an early issue of this magazine, we talk to you, through many famous artists THEMSELVES. And their messages come—uncensored.

## *The* ETHRIDGE COMPANY

New York  
23 East 26th Street

Chicago  
140 N. Dearborn Street

*The*  
**LARGEST  
PAPER**  
IN THE STATE OF  
CONNECTICUT

**The  
HARTFORD  
*Sunday*  
COURANT**

*Circulation:*  
**Over 42,000-Net Paid**

*Member A.B.C.*

*Gilman, Nicoll & Ruthman*  
REPRESENTATIVES

*World Bldg.  
New York*

*Tribune Bldg.  
Chicago.*

# Advertising to Prevent Suicide

How Outdoor Advertising in Japan Is Used to Save Life

**S**ELLING a product or selling an idea has long been within the province of advertising. It has hardly ever been thought necessary, however, to sell to the public, through advertising, the idea of keeping alive. Simeon Ford, the well-known after-dinner speaker, once pointed out that several hotels in the United States had secured the unenviable reputation of being the best places to commit suicide, but the act of taking one's life has never become exceedingly popular in America.

In Japan, however, the same fact is not true. Over there suicide has been made as much a matter of fashion as the color of a dress or the shape of a hat. Years ago, whole families in Japan would commit harakiri, and the taking of life by one's self has never been the disgrace it is in other nations. In Japan it has been a matter of honor in many cases, a matter of fashion in others.

A short time ago one of the favorite spots for a leap to death was the high portico of the handsome Kiyomizu Temple in Kyoto. The beautiful Kegon waterfall at Nikko became so popular as a place of suicide, after a particularly sensational one, that a police guard had to be set around the place to stop the hundreds who were planning to follow suit. Newspapers at one time published sensational accounts of a man who threw himself into the smok-

ing crater of Asama. Scores of people came from all parts of Japan to climb the great mountain and end their lives in the same dramatic and beautiful way.

A certain lake in Kobe had to



AN OUTDOOR SIGNBOARD IN JAPAN THAT IS SUCCESSFUL IN TURNING WOULD-BE SUICIDES FROM THEIR PURPOSE

be drained because of the numbers of people who were drowning themselves there.

For the last few years an attractive suburb of Kobe has been the fashionable place to commit suicide. Suma is the name of this attractive suburb and it became known as a particularly good place to end one's life. The usual method is by drowning in the bay. When the weather was too cold for drowning, the method was varied by people who didn't like the

feel of cold water, by throwing themselves in front of a train.

A certain lady, named Mrs. Jo, who became a Christian twenty-five years ago, and who was for some years Bible-woman in a Methodist Church, came to Kobe in 1912 and for four years managed the Old People's Home. According to the *Japan Advertiser*, Mrs. Jo is the person to whom credit for the new use of advertising must be given. With no financial backing, in March, 1916, she made a new venture, renting a room and getting out circulars to friends, missionaries and the newspapers, giving her address and saying that she stood ready, at any time, to help women who were in trouble of any kind.

Missionaries in all parts of the country were glad to know of someone in Kobe to whom they could refer young women coming alone to the city, and Mrs. Jo soon realized that she would have to have a home, instead of a mere room, to house what she finally called The Women's Welfare Association. In six months she had raised 3,000 yen and proposed to build on rented land. Finally, with the help of friends, two years after starting the enterprise, she dedicated her building and paid the last bill for the land and building.

Mrs. Jo didn't stop there. Having shown that she was a good leader to raise money, she looked around to see a way in which she could be of the greatest use. The great fame and popularity of Suma, right near her city, as a suicide place, soon gave her an inspiration, and in a way typically American she decided that advertising was the way not only to stop the unpleasant notoriety, but to help people, and get in touch with many prospects. She came to the conclusion that a little friendly sympathy and advice, given in advance, would stop many people from suicide, but her problem was to get hold of them before it was too late.

Last May she thought of the plan to set up a signboard at the point where the road comes down

to the beach crossing by the railroad, to catch the eye of such people as had made up their minds to end their lives. She took The Great White Way in New York as her example and was able to place an electric light immediately above this sign to make it conspicuous by night as well as by day. The sign, when translated, reads:

**"STOP A MOMENT!"**

"If you feel that there are reasons why you must take your life, please go to Mrs. Jo at the Woman's Welfare Association, just below the Kamitsutsui terminus of the Kobe car line."

Picking her location was a great feature probably in the success of Mrs. Jo's advertising, because the response to the sign has been remarkable, and in six months the sign had prevented 162 persons from committing suicide. This figure was arrived at by actual count and through careful checking up. How many people read her billboard and went back the way they had come without committing suicide, without telling their troubles to Mrs. Jo, will, of course, never be known. A resident of Suma sent her a check to cover the cost of the board and the light above it. Various newspapers in Tokyo and Kobe commented upon the sign. Many prospective suicides who had not actually come around to the Woman's Welfare Association afterward wrote telling their sorrows and their longing for someone to sympathize with them.

Mrs. Jo, after she had received inquiries, was good enough saleswoman to scare them away from their original purpose. One hundred and sixty-two actual sales within six months upon as big a problem as whether or not to take one's own life is a pretty good record for the unusual signboard at the corner of the road.

### J. C. Penney's Sales Up More Than 20 Per Cent

The J. C. Penney Co. reports sales for March as \$2,423,333, an increase over sales for March, 1919, of \$566,130.





## *The* Primitive Message

**T**HE Indian sign-language conveyed the simple truth to simple minds in the simplest possible way. There is much of the primitive in us all today. The advertising we do for our clients puts the message across by presenting the single Dominant Idea of a business simply, directly, forcefully.

Upon the request of an executive, we will gladly send our new 72-page book, "Master Merchandising and The Dominant Idea."



**MJUNKIN ADVERTISING COMPANY**  
CHICAGO  
65 S. WABASH AVE.

**CLEVELAND**  
NEWS LEADER BLDG.

# Why Should a Trade-Mark Be Registered?

National Trade Often Expands into International Trade and Foreign Piracy Finds a Free Hand Unless Proper Precautions Are Taken

By Roy W. Johnson

IT is a fact that is pretty generally known that the registration of a trade-mark does not confer upon the registrant any rights of ownership which he does not already possess. Unless he is able to establish to the satisfaction of the Patent Office that his right already exists, the mark is not registerable. Registration, moreover, is not even conclusive evidence of ownership, but only *prima facie* evidence which can at any time be overturned by proof that someone else has made prior use of the mark in question.

Those things are well known—yet we see the owners of the trade-name "Infallible" for smokeless powder spending years of time and thousands of dollars in the effort to persuade the courts to overrule the Commissioner of Patents and permit the mark to be registered! One may be excused for wondering whether it is worth while to endure all that solemn agony, and spend all those perfectly good dollars, for the privilege of writing "Reg. U. S. Pat. Off." beneath one's trade-mark.

Are there practical benefits and advantages to be obtained from registration which cannot be had otherwise?

There are indeed. And so important are some of those advantages under present-day conditions that only the very weightiest reasons should excuse a concern for adopting a trade-mark which is not registerable. The concern which has been selling goods for years under an old trade-mark cannot always help itself, but the business which is adopting a new trade-mark commonly can. And except under the most exceptional circumstances, there is no excuse for the adoption of a non-registerable mark. That goes, even

though the trade-mark in question is the Old Man's pet!

That may sound like a piece of most abominable cruelty, but just imagine papa's apoplectic indignation if he wakes up some morning to discover that little precious in all his bloom of innocence has been adopted by some unsympathetic stranger in Japan, or Mexico, or Uruguay, without giving papa a chance to kiss him good-bye! Papa may be hard to convince (they are sometimes, you know) that his pet is not all it should be and will probably have his own way in the end. But the conscientious adviser will see to it that he gets a new darling if possible, and one which will be received with approval at the Patent Office.

## IMPERATIVE TO CONSIDER THE FUTURE

Piracy of American trade-marks by individuals in other countries for purposes of trade or of plain blackmail is nothing new, of course. It has been happening in sporadic instances for years, and nobody has become very excited about it until recently. Why recently? Because we are at last beginning to think about international trade-marks, instead of merely national trade-marks. No American business today, no matter how small and unpretentious it may be, can be sure that it will not to-morrow desire to reach customers beyond any one of the seven seas. And in a majority of the nations on this civilized globe, trade-mark rights depend absolutely upon registration, and registration of foreign marks is often granted only to those marks which are registered in the country of origin.

Furthermore, in order to obtain registration in the international

(Continued on page 65)

# Connect Your Product

*with the demand of this  
most responsive market*

In Cleveland and the surrounding territory live 3,000,000 people. Within a 100-mile radius are such live centers as Akron, Youngstown, Canton, Sandusky, Ashtabula, Zanesville, Elyria, and many others.

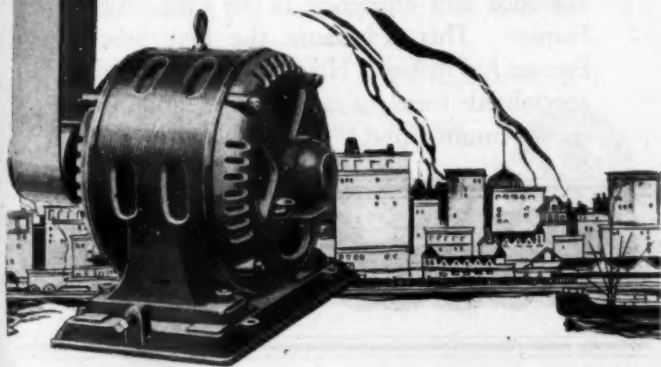
You can connect your product directly and economically with the demand of this rich and populous market by concentrating your advertising in its one newspaper of outstanding influence—**THE PLAIN DEALER**.

More advertising appears year after year in **THE PLAIN DEALER** than in any other Cleveland newspaper—decisive proof that advertisers get best results from

## **The Plain Dealer** CLEVELAND

*Eastern Representative:*  
**JOHN B. WOODWARD**  
Times Bldg., N. Y. City

*Western Representative:*  
**JOHN GLASS**  
Peoples Gas Bldg., Chicago





## *The First Farmer in the Community*

—to buy a lighting plant, an automobile, a truck or any of those commodities which are making farm life ideal in comfort, convenience and efficiency, is the Live Stock Farmer. This is because the Live Stock Farmer *has money*. His is the most highly specialized form of agriculture and the most remunerative.

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# Corn Belt

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¶ The Live Stock Farmer depends upon the CORN BELT FARM DAILIES for his market reports, his farm news, his world news—all the news, in fact, in which he is interested.

¶ The readers of the CORN BELT FARM DAILIES must read their paper every day to keep informed on the markets. They do a business of six million dollars daily in live stock alone at the four big market centers. They can afford to buy everything needed to make life comfortable. They read every page of every issue of the CORN BELT FARM DAILIES. That is why these papers are proving such successful advertising media for every type of merchandise.

¶ If you wish to reach 117,000 of the first farmers in their communities, use the CORN BELT FARM DAILIES as a unit. They are four separate papers published in the four agricultural market centers of the country—Chicago, Kansas City, Omaha and St. Louis.

Daily Drivers Journal, Chicago, Ill.

Daily Drivers Telegram, Kansas City, Mo.

Daily Drivers Journal-Stockman, Omaha, Neb.

Daily National Live Stock Reporter, E. St. Louis, Ill.

General Advertising Office.

THE CORN BELT FARM DAILIES

836 Exchange Ave., Chicago

W. E. Hutchinson, Adv. Mgr.

Eastern Advertising Office:

PAUL W. AND GUY F. MINNICK

303 Fifth Ave., New York



# Farm Dailies

*This is a chapter in the serial story of The Corn Belt Farm Dailies. Previous advertisements mailed upon request.*

# D U D S

**O**UT of the muck of the trenches came this picturesque bit of slang by which the dough-boy describes the shells which strike the ground and fail to explode.

Your advertising message—booklet, folder or what not—is your ammunition. Your campaign is cleverly planned. Uncle Sam carries the shells to the point at which you have aimed, but whether they make a hit or are just “duds” is largely a question of printing. Your advertisement in magazines or newspapers is what *you* make it, but your direct advertising is what your printer makes it.

**CHARLES FRANCIS PRESS**

461 EIGHTH AVENUE, NEW YORK

TELEPHONE GREELY 3210

*Printers-at-Large for Nation-wide Business*

bureau at Havana, or at Berne, it will undoubtedly be necessary to produce a certificate of registration in the United States. Congress may some day authorize the granting of secondary or "Class B" registrations as is done in England—that is, some day in the course of a generation or two. But in the meantime there is no safety outside of the boundaries established by the Trade-Mark Act of 1905.

#### TWO TRADE-MARK THEORIES

Most of the difficulty arises from the fact that there are two theories concerning the rights involved in a trade-mark. One theory is that of the English common law, that the right to a trade-mark arises solely from, and is based solely upon, actual use of the mark in trade or commerce. That is our theory of course, and it is the basis of all our law on the subject. We are so familiar with it that it never occurs to us that there is any other rational way to look at the matter.

But there is another way, which conflicts sharply at several points with our ideas. Many countries hold to the theory that *use* counts for nothing at all, that it is not even necessary, and that a trade-mark belongs to the man who first thought of it as a handy thing for the purpose. If you happened to live in one of those favored localities and enjoyed the exercise, you might sit up all night thinking of appropriate trade-marks for warming-pans, or corkscrews, or some other obsolete implement. If you kept at it for a month or two you might acquire a complete monopoly of all the trade-marks which could be thought of, and register them all, without ever making a warming-pan or a corkscrew or ever intending to.

On the other hand, if you happened to be of a more practical frame of mind, you might cast your eye over the advertising columns of an export publication, select a mark or two which looked promising, and register them in your own name. If you were reasonably industrious, and did not

mind the investment of some small capital in registration fees, you might acquire title to a collection of good will which would make the most frenzied financier green with envy.

Again, if you were the local agent for Smith, Jones & Company, U. S. A., it might occur to you that the Smith, Jones trade-mark would be an attractive asset. Then, later, when you had some dispute with the house over discounts, or when they thought of appointing an additional agent or taking the account away from you entirely, you could talk business with them. Yes, indeed.

Now the remedy for all this appears quite obvious. If the exporter is wise, he will forestall any such performances by registering his mark in advance. Exactly. But remember that the exporter is an alien, and in most cases he is not entitled to original registration at all, but only to registration by reciprocity. That is, he can only register his mark by producing a certificate of registration in his own country. And if, according to the laws of his own country, his mark is not registerable, he is, in polite and chaste language, up a tree.

The laws of these countries differ in many minor requirements, and it is a tedious and expensive piece of work to secure registration in many of them. The Havana bureau will, in the course of time, simplify matters a great deal. But the important thing, the indispensable thing, in the adoption of a trade-mark which may some day be used in export business (and who to-day is willing to declare that his mark will *not* be so used?) is to take care that it be a mark which can be registered in the United States.

#### Made Vice-President of J. R. Mayers Co.

L. J. Mayers, who has been editor of the Institute of Government Research in Washington, D. C., has been made vice-president of The J. R. Mayers Company, Inc., New York, and will assume charge of the business management of the corporation.



# Audit Bureau of Circulations to Hear Both Sides

Difference of Opinion Develops in Regard to Renewals

AT the regular monthly meeting on April 23, at the Hotel Knickerbocker, in New York, the Board of Directors of the Audit Bureau of Circulations decided to get the viewpoint of other interests in advertising before acting on the question of making mandatory actual figures on renewals.

It was pointed out at the meeting that general approval had met the decision made on March 19 not to consider as paid subscribers to periodicals those who, having paid for a year's subscription, are carried on the books for longer than six months after expiration. Interest in the action as a valuable contribution to paper conservation and one that could harm no legitimate business was expressed by William B. Colver, of the Federal Trade Commission, in the following letter to the Bureau:

April 19, 1920.

MY DEAR MR. CLAGUE:

I am very much interested in your letter of April 15 enclosing a communication setting out the action of the Board of Directors of March 19th defining a paid subscriber as one who has paid not less than 50 per cent of the regular subscription price and who is not more than six months in arrears, etc.

It seems to me that this is a most valuable contribution to paper conservation and one that can harm no legitimate interest. It would also seem that the period of six months allowed for solicitation and for correction of mailing lists is at least twice as long as is necessary.

Fully eighteen months ago I advocated a similar ruling by the Post Office Department, but nothing came of it at that time.

I trust that you will be successful in getting a ruling from the Post Office Department and if I can contribute in any way I shall be very glad to do so.

I suppose you are entirely familiar with the history of the present ruling which took the place of one which had stood unchallenged for years and which was fair to all concerned, being a considerably more strict definition than the one you suggest.

WILLIAM B. COLVER,  
Commissioner.

The same sort of approval was received in letters from many men in the advertising business and outside of it. A prominent Western publisher in a letter written to Honorable Albert Burleson, Postmaster General, stated that the modification of time of expiration from one year to six months would mean a saving in print paper of fully ten millions of dollars per year and a very large saving to the Government in the cost of transportation.

Senator Arthur Capper, of Kansas, wrote as follows:

DEAR MR. CLAGUE:

I thank you for sending me copy of the resolutions passed by your board of directors on March 19 in regard to subscriptions in arrears. I heartily approve of this change in your rules and so far as my publications are concerned, they will comply with it strictly.

I want to add, too, that in my judgment the Audit Bureau of Circulations is doing a great work and I wish to be known as one of its staunchest supporters.

ARTHUR CAPPER.

The same sort of co-operation was offered by publishers in reply to the question on occupational statistics. In particular cases this has meant a great deal of work on the part of the publisher, especially in business publications. It was felt by publishers and advertisers alike that the new plan, while causing additional work, would result in information of the greatest value to the buyer of advertising space. As it is the careless buyer who is blamed by bankers and economists for much of our troubles to-day, as this would tend toward more careful buying, it met with approval. It was felt in this case that the figures when found would be of value.

A much more serious difference in opinion on the part of publishers was encountered, however, on

## Here's a Remarkable Condition—

### We Have No Labor Shortage!

In spite of the industrial unrest existing elsewhere, we have, for every department of our plant, a waiting list of skilled journeymen, eager to join the 300 contented workers in our Golden Rule Shops.

### We Have No Labor Problem!

Here, all are contented and happy in their absorbing work of turning copy into printing plates. *Your* job is *their* job, to be turned out neatly, accurately and on schedule. *Your* interests are *their* interests, to be guarded carefully and constantly.

Because they are real, human honest-to-goodness workers, we are glad to go to extremes in creating satisfactory working conditions for them.

The result is of direct interest and benefit to you. It means contented workmen, quality production and better satisfied customers.

Write and ask about our complete *manuscript to printing plates* service; you will be even more interested.

*"Centralize"*  
*your mechanical work!*

## Central Typesetting and Electrotyping Company

466-68-70-72 West Superior St., CHICAGO

the question of percentages of renewals. Several large publishers stated that the cost of figuring in any accurate form the percentages of expirations per year would be prohibitive. Many men, however, had good reasons to offer why in their particular case the information finally tabulated at a tremendous expense would not be worth the cost and effort. It has always been a serious question in the minds of many publishers and also buyers of advertising space as to just what basis to judge the percentage of renewals upon. Certain publications with their type of editorial appeal very often wish to get out and sell an entirely new set of subscribers. Other publications are in a field where their main function is to serve a list of men who have subscribed for a great many years, and their method of holding their own readers' attention they believe is indicated by the percentage of renewals. Postal regulations, changes of address, changes of occupation, changes of all sorts in a large mailing list make the cost of accurate figures on percentage of renewals a very expensive task. So many objections were made to the plan that the Audit Bureau of Circulations, instead of going ahead and passing a resolution which would make this mandatory, decided to get the full viewpoints of both sides.

It was tentatively decided, therefore, to have a meeting in New York some time in May. Representatives of advertisers who wish to use the percentages of renewals as a basis in buying space, agency space buyers, the Standard Forms Committee, circulation managers of periodicals, circulation advisory committee of the A. N. A., and others, to get all sides of the question before any action is taken. The Audit Bureau of Circulations in this way offers a constructive idea to all phases of advertising. Before taking action on any subject which affects all parts of the business, get the viewpoint of all men who will be affected by it.

### Appointments by Merchants' Trade Journal, Inc.

R. G. Johnson, Western representative of the Merchants' Trade Journal, Inc., of Des Moines, with headquarters in Chicago, has taken on two assistants—J. D. Trump, formerly advertising representative of the *National Builder*, and W. H. Rogers, formerly with the *Dry Goods Reporter*, both of Chicago. Mr. Trump will devote his attention to the *Furniture Merchants' Trade Journal* and Mr. Rogers to the *Hardware Merchants' Trade Journal*.

R. L. Seward has been appointed representative of the Merchants' Trade Journal, Inc., in Western New York State, with headquarters at Rochester.

### House Magazine Editors Form Association

Editors of employees' magazines of New York State organized the Associated Editors of Employees' Magazines of New York State at a meeting in the office of State Labor Commissioner James M. Lynch, in Albany, on Apr. 16.

Frank E. Redmond, editor of "Solway Life," the publication of the Solway Companies of Syracuse, was elected temporary president, and E. T. Wilkins, managing editor of the "Schenectady Works News," the General Electric Company publication in Schenectady, was elected secretary. A permanent organization will be formed at the next meeting, to be held in Syracuse May 27.

### S. H. Ralph Leaves Memphis for Boston

Stuart H. Ralph, for several years sales manager of John A. Denie's Sons Company, Memphis, Tenn., wholesale building material dealer, will become assistant general sales manager of the Flintkote Company, roofing manufacturer, Boston, on May 1.

### W. Roy Watson in Sales Work

W. Roy Watson has resigned his position in the advertising department of the California Fruit Growers' Exchange, in Chicago, to enter the sales department of the Moore Steam Turbine Corporation, in that city.

### Miss Martin Leaves The H. Black Company

Miss Florence Martin has resigned as assistant advertising manager of The H. Black Company, Cleveland, "Wooltex" manufacturer, to locate in New York. Her successor has not been chosen.

### Arnold Joerns Acquires Bleyer Agency

The advertising agency business heretofore conducted by the Clifford Bleyer Company, Chicago, has been acquired by the Arnold Joerns Company, advertising agency, of the same city.

# Washington, D. C. is the Heart of the Nation

## The Evening Star.



Fourth Page 15

WITH MORNING EDITION

WASHINGTON, D. C., MONDAY, FEBRUARY 16, 1920—TWENTY-SIX PAGES

**USE DENIES "THREAT"**  
**IDENT TO QUIT EUROPE;**  
**ERS OPPOSE HIS PROGRAM**

**PAY RECLASSIFIERS**  
**URGE EFFICIENCY**  
**PLAN FOR CLEANS**

**INTERVIEW EX-KAISER,**  
**ALLIES NOW ASK**  
**TO BE FILLED THIS**

**WEEK, IS INTIMATED**  
**SAKE, ONE OF FOUR MEN**

**SENATOR JONES**  
**TO RETAIN \$6.5**  
**Substitute for Mapped Means**  
**rights Would Repeat Li**  
**quities to Public D. C. A**

**Wilson Note**  
**Disapp**  
**as to**

**WHAT** interests Washington finds response throughout the length and breadth of the land.

Just one medium is necessary to awaken Washington interest in your product—which really means national interest—and that medium is the Washington Star.

Our Statistical Department will gladly supply you with detailed information concerning market conditions here upon request.

## The Evening Star.

WASHINGTON, D. C.

Write us direct or through our

New York Office  
Dan A. Carroll  
Tribune Building

Chicago Office  
J. E. Lutz  
First Nat. Bank Building

# ACCOMPLISHMENT

In last week's issue of *Printers' Ink*, I called your attention to the way \*Universal Industrials are being used in a local campaign by Wm. Taylor Son & Co., of Cleveland.

Here are some of the high spots of the premiere showing.



**The Stillman Is Cleveland's Most Exclusive Cinema Theater**

(Note that the style show picture—a \*Universal Industrial—is featured over Griffith's "Idol Dancer" on the big electric sign)



The lobby of the theater displayed, in feature position, specially designed posters advertising the \*Universal Industrial and the Wm. Taylor Son & Co. store.

(\*See footnote on opposite page)

# T \* UNIVERSAL INDUSTRIALS



THE Stillman Theater devoted a considerable portion of its regular newspaper space to the advertising of this "Universal Industrial. In a letter to me the management of the theater said:

"Many of our patrons have praised this picture and it has been well received."

The dramatic critics of the papers all covered this "Universal Industrial showing just like a regular feature photoplay production.

The Cleveland Plain Dealer said in part: "Both the Fashion Review and 'Fifty Golden Years,' produced by Universal Film Mfg. Co., are a part of the Jubilee celebration of Wm. Taylor Son & Co. and it goes, almost without saying, that the offering at the Stillman is certainly recommended."

Over one hundred of the nation's largest users of advertising recognize "Universal Industrials in their annual appropriations, along with the other standard media.

Is this medium on your schedule?



HARRY LEVEY, Manager Industrial Department.

**UNIVERSAL FILM MANUFACTURING COMPANY**

(CARL LAEMMLE, President)

Largest Producers and Distributors of Industrial Motion Pictures in the Universe

1600 Broadway

New York City

STUDIOS: Universal City, California; Fort Lee, N. J.

\*UNIVERSAL INDUSTRIALS—a medium for distributing products and securities, educating workmen in plant practice, improving sales methods, avoiding labor troubles and visualizing efficiency campaigns.

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# *Remember —*

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South Bend, the shopping center for Northern Indiana and Southern Michigan, offers one of the best balanced markets in the country. In the heart of rich farming territory—of which the Michigan fruit belt is a part—South Bend is also the central and largest of a group of hustling industrial cities and towns—all covered by the News-Times.

In fact this big, balanced, growing market can be thoroughly covered only by the News-Times—morning, evening, and Sunday—practically no duplication. The News-Times guarantees that there is less than 100 duplications in the morning and evening editions.

*Let Us Send You News-Times Junior*

## **South Bend News-Times**

*Morning*

*Evening*

*Sunday*

J. M. STEPHENSON, Publisher

*Foreign Representatives*

CONE, LORENZEN & WOODMAN

Chicago

New York

Detroit

Atlanta

Kansas City



# Selling Your Merchandise to Stay Sold

Proper Presentation of the Advertising Campaign Will Help to Lessen Returned Goods

By Richard Walsh

"WHAT's this stuff over here in the corner?" the president of a candy factory asked one morning, as he was prowling around to see that everything was ship-shape.

"Oh, that's some goods that came back," the receiving clerk answered in an off-hand manner.

"What do you do with it?"

"Give the man credit, and either put it back in stock or scrap it." And the receiving clerk kept busily at work moving a truck-load of pails that had just come in.

Here were four packages of candy returned from four different dealers. The president spread them out separately and took a quick inventory. There was a total of something over \$100 in goods returned. Out of that amount, over \$80 was in "fancy-package" candy. Here, it was largely a matter of the boxes having become shop-worn in the dealers' stores and thrown back on the manufacturer's hands because they really were no longer in salable condition. There was nothing to do but throw away the packages and "scrap" the contents—practically a total loss.

A few dollars' worth of the goods could be re-sold, but then only under the suspicion that it might go out in poor condition. Summing it all up, the \$100 returned goods represented practically \$100 actual loss to the company.

The above outline is a common occurrence in many factories, not only candy factories, but all sorts of organizations making perishable goods.

The big question is, "How can such conditions be prevented?"

True, they can be prevented arbitrarily by refusing acceptance and holding the dealer responsible for payment of his account. But

in the face of competitive conditions, the manufacturer often feels that the merchant has him at a disadvantage and too often the tendency is to say nothing. Sometimes a manufacturer just grins and bears it, other times he passes it off with the thought that the gross profit takes care of such conditions.

Either way it works, it is unhealthy business and demoralizing both to the manufacturing and the retail trade.

It makes the retail merchant feel that loose buying will not affect him because he can throw the goods back on the manufacturer. That makes him just that much less of a salesman because instead of trying to sell out clean, he soothes his conscience with the thought that he can throw the unsalable goods back.

The manufacturer who accepts returned goods must either swallow the loss or add it into his cost of doing business and jump prices accordingly. In either case, it is wasteful business and the industry as a whole suffers.

## SALESMEN MUST BE CONSTANTLY ALERT

The upshot of the above investigation was a stiff letter from the president to all his salesmen, blaming them for loose selling methods and explaining that he would hold each man personally responsible for goods thrown back on his hands and that he would discharge even the best man on the force if his returns exceeded a certain per cent of his gross sales. It was made plain that goods which were unsalable through the fault of the house could be, and should be, returned for credit without delay. This had a splendid influence upon returns, because the salesmen began to dis-

courage the practice on the part of the trade. For several months, returned goods were at a minimum. Then, gradually, the practice crept in again.

But this time the head of the company was waiting for it. He had been getting a slip each day showing the amount of goods returned and the moment it climbed over a certain figure, he investigated. He found that over half of the returns were coming from three men's territories. They were brought to time sharply, and returns began to decrease.

"Returned goods are a trade evil," this company head said to me. "I don't suppose we will ever wipe out the disease entirely, but it can be kept down to a minimum by keeping it constantly in check and making a considerable fuss over every package that comes back.

"I have been interesting myself in returned goods for some time and I find that nine times out of ten the salesman on the territory has a great deal to do with the thing. Some salesmen have remarkably clean records and some have very poor ones. Some men keep their trade cleaned up, while others have either heavy returns or else, if the house is strict, leave their trade cluttered up with stock which is as much of a discredit to the manufacturer as to the merchant.

"I talked to a prominent retailer on the subject," he went on, "and this merchant agreed with me that the salesman's method of selling has more than anything else to do with the returned goods problem."

#### FORCED SALES DON'T ALWAYS STICK

The merchant is afraid of a certain piece of goods. The salesman is insistent. Instead of trying to get the order by showing the merchant how that particular piece of merchandise should be displayed, how it should be advertised, how it should be sold, and leaving the merchant in shape where he can move the goods when it comes, the salesman takes the short and lazy path, draws himself up to his full height, looks very severe, and solemnly an-

nounces: "Mr. Jones, I know what this piece of goods is doing for other merchants and I know it will do the same thing for you. Put it into your store and it will literally sell itself. I am going to put you down for a hundred pounds and you will find it will go very fast. I'll bet you a good cigar you'll mail an order in before I get around again."

"But what if it won't sell?" the merchant asks.

"Say, that piece of goods will simply walk out of your store. If by any chance it doesn't, you can ship it back. I can tell you that with assurance, because we have sold thousands of pounds of that piece of goods and it repeats wonderfully."

And then a loose sale is consummated. The merchant shakes his head and mutters to himself, while the salesman, made enthusiastic by the sound of his own voice, passes on.

A week or two later the merchandise arrives and the merchant is still dubious. "Put this stuff out," he tells his clerk, "but keep your eye on it and if it doesn't move you can ship it back. I don't think much of it."

A few weeks later, the manufacturer receives a shipment by express, generally collect, and without comment or word of any kind. There is nothing in writing and if the manufacturer asks the salesman about it, the salesman who sells that kind of orders is equally facile in having a good excuse ready.

"Yes, you're right, sir," he goes on. "It's a shame the way some dealers take advantage of a house. We oughtn't to accept it, but, on the other hand, Brown & Co. take back all kinds of goods and it's a matter of being willing to meet local conditions. You see, we're an outside house doing business in that territory and the local concerns are always showing the trade how they give them better service and protect them on goods that won't sell. The wholesalers in that section are a mighty low grade. They are always fighting among themselves." And the salesman sells the boss the idea that

# ARCHITECTURE

wishes to announce a series of especially interesting and valuable practical articles by *De Witt Clinton Pond, A. I. A.*, widely and favorably known as a writer on the subject of engineering for architects. The new series will be published under the general title of "Engineering Units for Architects," and will deal with engineering problems in an original and lucid way. There are few architects' offices in these modern days in which problems of engineering are not constantly being discussed. Mr. Pond, himself a trained architect, will write both from the architect's and the engineer's point of view. They will be illustrated with diagrammatic drawings.

## ARCHITECTURE

HAS THE LARGEST STRICTLY  
PROFESSIONAL CIRCULATION.

CHARLES SCRIBNER'S SONS  
PUBLISHERS : FIFTH AVENUE  
AT 48TH STREET, NEW YORK

in Jonesville conditions are different from any place else.

Now, for the other way around. It is true that many a good piece of merchandise has to be sold and that few sell themselves. But well-trained salesmen know how to sell so that goods will stay sold.

And here we come to the value of advertising behind the line, plus the salesman's ability to use the advertising. I heard a biscuit salesman, merchandising an advertising line, get a higher price than a competing line and also get a splendidly assorted order after the merchant had asked him the same question: "But what if that stuff doesn't move?"

ALL THINGS WORKING TOGETHER TO  
KEEP THE GOODS SOLD

The salesman was apparently waiting for just that question. "I'll show you why those goods will move, provided you want them to move. Of course, nothing will move of its own accord and you needn't expect people to climb over themselves getting in here for these or any other brand of goods. But if you are a fair-minded business man, alive to the value of retail salesmanship, awake to the opportunities that come to the merchant who knows how to sell, this is the line that you will sell most easily and to the best advantage.

"Here are the advertisements which we are running right now in national mediums. Here is the list of them as they appear. This is our local campaign which is running in your city right now. This particular advertisement appeared last Tuesday, and this one appears Friday in the evening papers, right when women are reading the marketing pages for Saturday buying.

"Then these are samples of the window trim we will be glad to send you, and here is a fine big window strip to attract people to the window."

And for ten minutes this salesman had that merchant interested and drew in a clerk or two, showing them how to cash in on the advertising which his house was putting behind the line, showing

them how his house wanted the business of that merchant but was determined to deserve it and make it profitable for him to feature the line.

He got his order because he showed the merchant how to link his efforts with the help the house was giving him. He carefully sold a reasonable quantity of a good assortment. Before he left the store, he had that merchant and his men congratulating themselves mentally on the splendid line of biscuits in the attractive packages that they were going to handle. He had secured the promise of the merchant that he would display the goods in a certain place to take advantage of national advertisements which were to appear about the week the goods were to arrive, and then he was ready to go. He closed his case, after bringing the interview to an end. Then he turned back:

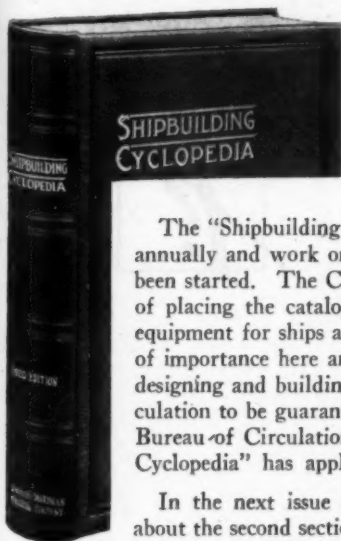
"There's just one thing I want to say before I go. Maybe you wonder why I stayed with you so long. That's because I felt that you are a salesman as well as a merchant. And I believe your men know how to sell goods. It is wrong to assume that the merchant doesn't have to sell. Good salesmanship on the part of the retailer is the biggest asset in retailing. But you are in the same position as myself. You have got to have something good to sell. I have to have the same thing. I couldn't make a success of my job unless I have good merchandise, backed up by good, strong advertising. That gives me something to talk about. It gives me quality and *known*, recognized value.

"Now, that's what gets business for me. Isn't it reasonable to assume that that same thing will get business for you, provided you make use of it? You wouldn't buy from me unless I told you these things. In the same way, you must do your part toward your customers. But the big advantage in talking about and displaying our line over any other line is that in our line you have something to talk about ahead of any other line and also you are talking about a product which is

# "THE HOUSE OF TRANSPORTATION"

## Chapter One

IN a recent announcement we said: *"That the Simmons-Boardman Publishing Company may be more truly 'The House of Transportation,' we will soon launch a 'Shipbuilding Unit' which will be a close companion to the 'Railway Unit,' the first section to be known as the 'Shipbuilding Cyclopedia.'"*



Here it is—a volume of over 1200 pages unlike anything heretofore published and destined to revolutionize ship designing methods.

The "Shipbuilding Cyclopedia" will be published annually and work on the 1920 edition has already been started. The Catalog Section affords a means of placing the catalogs of those who make or sell equipment for ships and shipyards before every man of importance here and abroad who has to do with designing and building ships. Send for rates. Circulation to be guaranteed and attested by the Audit Bureau of Circulations in which the "Shipbuilding Cyclopedia" has applied for membership.

In the next issue of Printers' Ink we will tell about the second section of the Shipbuilding Unit of

## "THE HOUSE OF TRANSPORTATION"

# SIMMONS-BOARDMAN PUBLISHING CO.

Woolworth Bldg., New York

CHICAGO  
Transportation Bldg.

CLEVELAND  
The Arcade

CINCINNATI  
First Nat'l Bank Bldg.

WASHINGTON  
Home Life Bldg.

LONDON  
34 Victoria St.

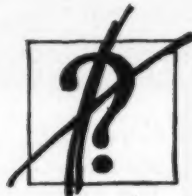
Publishers also of: Railway Age; Railway Mechanical Engineer; Railway Electrical Engineer; Railway Signal Engineer; Railway Maintenance Engineer—the "Railway Service Unit"—all members of the A. B. C. and A. B. F.

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# Street &

Take the *Guess* out



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Street & Finney, Inc. (Est. 1902) Advertising Agents

&  
ut

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# Finney

of *Advertising*

## *News:*

Although Gredag, "The Clinging Lubricant", has always been advertised in black and white only, there is a peculiar, vital reason why a second color is essential, and will be used hereafter. A Street & Finney investigation brought this need to light.

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171 Madison Avenue, New York

nts



being kept before your customers through your own advertising. It is a double effort, and it's what will enable you to get the business on our line if you just take advantage of it."

The above was careful, close selling. When that merchant got his goods, his viewpoint was different from that of the former merchant. He was in the mood to get behind the goods and push them.

Advertising will help to eliminate returned goods, but it will not do it of its own accord. It will do it through giving the salesman good, strong arguments and getting the dealer behind the merchandise.

In conclusion, realizing that now, with production again coming to approach demand in many commodities, we are going to find salesmen again in the position of having to fight for business. Consequently, we are going to find merchants overloaded and this will lead to an increase in returned goods.

Among the various means which must be employed for minimizing this business evil, not the least is going to be that of tightening up the selling methods of the sales force and teaching them how to use advertising as a means of getting added dealer enthusiasm and thoughtful, practical support from the merchant and his men.

### Ulric C. Jones Appointed Advertising Manager

Ulric C. Jones, formerly of the Chambers Agency, Inc., New Orleans, has been appointed advertising manager of G. L. Miller & Co., Inc., with headquarters in Atlanta, Ga. Miller & Co., sell first mortgage bonds.

### Association of National Advertisers Semi-Annual Meeting

The semi-annual meeting of the Association of National Advertisers, Inc., will be held on Saturday, Monday and Tuesday, June 12, 14 and 15.

### Kelley Agency Has Railroad Account

The advertising of the Chicago & Eastern Illinois Railroad has been placed in charge of the Chicago office of The Martin V. Kelley Company.

### Trade With Tropics Showing Steady Increase

The dependence of the United States upon the tropics for foodstuffs and manufacturing materials increases year by year. The total value of our imports of tropical and sub-tropical products, says a statement by the National City Bank of New York, which amounted to only \$350,000,000 in 1900, and \$775,000,000 in 1914, was over \$2,000,000,000 in 1919, and seems likely to approximate \$2,400,000,000 in the current fiscal year, which ends with the month of June. Tropical and sub-tropical products now form approximately one-half of our total imports as against one-quarter of the imports in 1910 and about one-third of the total in 1914.

This rapid increase in our demands upon the tropical and sub-tropical world occurs chiefly in sugar, coffee, cacao, vegetable oils, india-rubber, raw silk and tobacco. Rubber and substitutes for rubber, all of them of tropical growth, which amounted in value to \$75,000,000 in our imports of 1914, were in 1919 \$222,000,000, and seem likely in the fiscal year 1920 to reach \$275,000,000; sugar, including that drawn from our own islands, which amounted in value to \$158,000,000 in 1914, was \$524,000,000 in the calendar year 1919; coffee, of which the importation of 1914 was \$111,000,000 in value, totaled \$261,000,000 in the calendar year 1919, and seems likely to exceed \$300,000,000 in the fiscal year 1920. Cacao, which amounted in value to only \$22,000,000 in the imports of 1914, was \$58,000,000 in 1919, and seems likely to total \$75,000,000 in the fiscal year 1920. Raw silk, which is usually considered a sub-tropical product totaled only \$100,000,000 in 1914 and \$342,000,000 in 1919, with a prospect of approximating \$500,000,000 in the fiscal year 1920. Cotton, of which the total imports were but \$21,000,000 in 1914, aggregated \$72,000,000 in 1919, and will probably approximate \$125,000,000 in the fiscal year 1920.

### Ouija Board Business Increasing

Contemporary interest in spiritualistic phenomena and the dicta of Sir Oliver Lodge, Sir A. Conan-Doyle, and other upholders of spiritualism, has actually affected industry. William Fuld & Sons, of Baltimore, ouija-board manufacturers in the home of the ouija board, have lately found it necessary to enlarge their manufacturing facilities.

A larger factory, completed at a cost of \$125,000 has just been built. It contains 36,000 square feet of floor space entirely devoted to ouija boards. One wonders whether, after the working day is over, the spooks play any tricks with the stock. It would be considerably disconcerting to come to business in the morning and find walls and ceiling of your factory covered with spirit-writing, for instance!—*The Nation's Business.*



ART is the new weapon of national and international competition. America is leading the world today in the application of art to business.

If you want to lead America or the world in your particular industry, you cannot overlook the vital factor of good art. It is our business to *know* good art, to *produce* it, and to apply it *intelligently* to the problems of manufacturing, selling or propaganda.

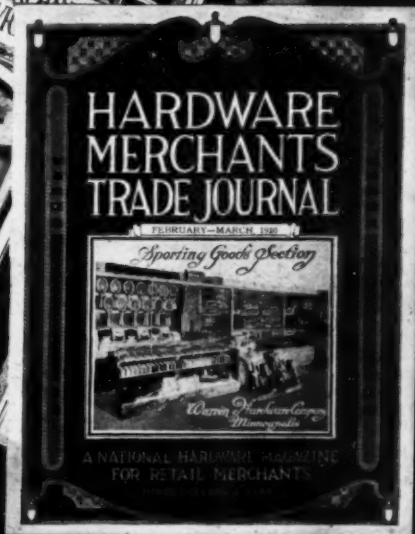
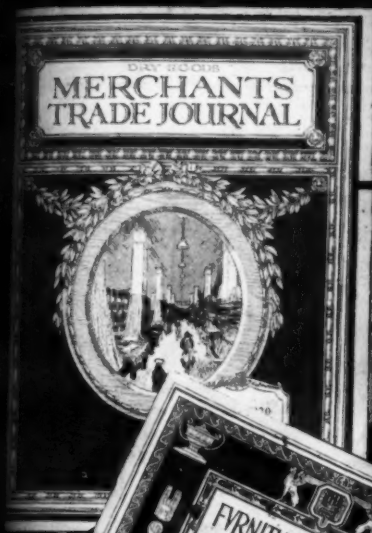
The Charles Everett Johnson Company. *Illustration, Design, Lettering, Typography.* State-Lake Building, Chicago.

Influencing the  
Buying of more  
than 23000  
Merchants

MERCHANTS TRD

CHICAGO,  
ROCHESTER,

DES MOIS,  
INDIANOL



THE JOURNAL Inc.  
 MOBILE, IOWA,  
 CHICAGO, ILL.,  
 NEW YORK,  
 BOSTON.



Picture, text, and white space each has its part in advertising.

To balance them and display them properly; to make the picture carry the thought behind the campaign; to make each advertisement—from a physical standpoint—not merely interpretive of the business, but a vital selling force—

That is the work of the W. O. Floing organization—directed and controlled by men whose knowledge of advertising is sound and well grounded.

**WILFRED O. FLOING COMPANY**

*1316 Garland Building*

CHICAGO

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# Departmental Programmes for Indianapolis Convention Taking Form

Sessions Will Hold Closely to the General Theme, "Advertising, How and Now"

THE various departments of the Associated Advertising Clubs of the World are issuing programmes for their sessions that are in keeping with the central theme, "Advertising, How and Now," of the general programme for the convention at Indianapolis, June 6-10. The general programme of the convention was given in **PRINTERS' INK** of April 1, 1920. The programme of the Daily Newspaper Department appeared in **PRINTERS' INK** of April 22.

Within the last few days the programmes have been issued of the Financial Advertisers' Association, Poster Advertising Department, Outdoor Advertising Department, Periodical Publishers' Association of America, Community Advertising Department, Pan-American Conference, Retail Advertising Department, Screen Advertisers' Association of the World and Church Advertising Department. The programmes are as follows:

**FINANCIAL ADVERTISERS' ASSOCIATION:**  
Chairman Programme Committee, F. D. Connor, Chicago.

Monday afternoon—Meeting called to order by president Fred W. Ellsworth, vice-president, Hibernia Bank and Trust Company, New Orleans. Reports: Treasurer, secretary and committees. National Vigilance Work, speaker to be assigned. "Why every bank should advertise." John G. Lonsdale, president National Bank of Commerce, St. Louis. Open discussion. "How to plan an effective advertising campaign," W. R. Snodgrass, manager department of publicity and new business, Fidelity National Bank and Trust Company, Kansas City. Open discussion. "Why you should use: 1. Newspapers. 2. Trade papers, Philip J. Syms, New York. 3. Direct by mail, Tim Thrift, Cleveland. 4. Outdoor, H. E. Erickson, Thos. Cusack Company, Chicago. Open discussion. "Dressing the Copy" (illustrated), Everett R. Currier, manager typography department, Charles Everett Johnson Company, Chicago. Open discussion.

Tuesday afternoon—"The Central File—how it aids in developing old customers and winning new ones." E. H. Kittridge, Old Colony Trust Company, Boston. Open discussion. "What the Country Banker Wants to Know," H. M. Cottrell, Little Rock, Ark. Open discussion. "The Relation of Financial Advertising to the U. S. Department of Agriculture," E. T. Meredith, Secretary, U. S. Department of Agriculture. "The Investment Banker's opportunity," Charles A. Otis, president Otis and Company, Cleveland. Open discussion. "Publicity and good will," (How to handle the ticket sellers and charity, and programme solicitors), F. M. Stalker, National Bank of Commerce and Commerce Trust Company, Kansas City. Open discussion. "My one best bet," by ten experts. They will be given five minutes each to tell their experience regarding the "biggest hit" during the year. 1, "Interest," Lloyd H. Mattson, Corn Exchange National Bank, Omaha. 2, "Our Flag," Miss Jessamine G. Hoagland, National City Bank, Chicago. 3, "The Vitalness of Viewpoint," Flavie C. Adams, National Bank of Kentucky, Louisville. 4, "Vision," Miss Sara Shaver, Buffalo Trust Company, Buffalo; and six speakers more, to be selected. Open discussion.

Election of officers, election of members for National Advertising Commission for three years, installation of officers.

**POSTER ADVERTISING DEPARTMENT:**  
Chairman Programme Committee, J. H. Brinkmeyer, St. Louis.

Monday afternoon—Introductory, Chairman, E. C. Cheabire. "Goods, commodities and ideas which can now be effectively advertised nationally by poster advertising," Kerwin H. Fulton. "Poster Advertising in co-ordination with the Agricultural Press." Speaker not selected. "Poster Advertising in co-ordination with the *Saturday Evening Post*," Robert Frothingham. "How posters should be built to cover selling ideas in design now," Samuel Holiday. "How poster art can strengthen selling idea now," speaker not selected. "How posters are manufactured now," LeRoy Latham. "How posters should be displayed where there is a possible market now," H. C. Walker. "The How and Now of A. A. poster boards," George L. Chennell. "The favorable appeal of locations," R. A. Edwards.

Tuesday afternoon—Results from Use of Poster Advertising Now. Hart

Schaffner & Marx, Roger Myhrum; Palmolive Soap Company, M. F. Redding; Wilson & Company, George E. Throop; International Harvester Company, J. A. Brogdon; Waterman Fountain Pen Company, Colver Gordon; William Schield Manufacturing Company, Arthur Siegel; Headlight Overalls Company, Albert de Montluzin; American Chiclé Company, Arthur Acheson; Work of National Vigilance Committee, P. S. Florea.

**OUTDOOR ADVERTISING DEPARTMENT:** Chairman programme committee, Charles F. Bryan, Cleveland.

Monday afternoon—Opening address by Chairman George L. Chennell, president Outdoor Advertising Association. "Truth in Advertising as a Medium," Harry C. Walker, Walker and Company, Detroit. "Nationally," R. L. Whitton, general sales manager, Thomas Cusack Company, Chicago. "Locally," Leonard Dreyfuss, United Advertising Corporation, New York.

**PERIODICAL PUBLISHERS' ASSOCIATION OF AMERICA:** Programme chairman, John Adams Thayer.

Monday afternoon—"A three-cornered partnership," George E. Cook, president, Periodical Publishers' Association. "America at the Crossways," Charles A. Eaton, editor of *Leslie's Weekly*. "Circulation," B. A. Mackinnon, Pictorial Review Company. "Marketing a Magazine," Dr. Paul Nystrom, International Magazine Company.

**COMMUNITY ADVERTISING DEPARTMENT:** Chairman Programme Committee, Chas. F. Hatfield, St. Louis.

Monday afternoon—Report of President Charles F. Hatfield, secretary and general manager, St. Louis Convention and Publicity Bureau, St. Louis. Report of Secretary-Treasurer A. W. McKeand, business manager, Greater Terre Haute Club, Terre Haute, Ind. "Selling a Community to Itself," "General Principles, and a Railroad's Viewpoint," W. C. Byers, agricultural agent, New York Central Railroad, Chicago. "The Welfare League Helps," Harry C. Grimsley, director Terre Haute Welfare League, Terre Haute, Ind. "The Maryville Way," H. E. Miles, advertising manager, the Maryville Tribune, Maryville, Mo. "The Terre Haute Idea," A. W. McKeand. "The Neosho Plan," G. R. Lowe, Neosho, Mo. "The Better Business Bureau Does Its Part."

Tuesday afternoon—"Selling a Community to the Nation," "General Principles, and the St. Louis Movement," John Ring, Jr., president the John Ring, Jr., Advertising Co., St. Louis. Five minutes for discussion. "The Ozark Playground," Ross E. Burns, secretary and general manager, Joplin Globe, Joplin, Mo. "How Omaha Does It," Arthur Thomas, manager Bureau of Publicity, Omaha Chamber of Commerce, Omaha.

Five minutes for discussion. "The Story of Asheville's Campaign," N. Buckner, secretary, Asheville Board of Trade, Asheville, N. C. Five min-

utes for discussion. Election of president, vice-president, secretary-treasurer, member of National Advertising Commission and three members of executive committee.

Luncheon meeting, Wednesday—Speakers: Harry N. Burhans, ex-secretary, Denver Tourist and Publicity Bureau, Denver. Stephen P. Mather, director of National Parks, Washington, D. C. Hon. Edwin T. Meredith, Secretary of Agriculture of the United States, Washington.

**PAN AMERICAN CONFERENCE:** Chairman programme committee, Enrique Gil, New York.

Monday afternoon—From the American Point of View: First: Field for export trade in South America, or the opportunities for American-made goods in Latin America. Second: Attitude of Latin American publishers re-advertising. Third: Points of view of American advertisers upon Latin-American mediums. Fourth: How the opportunities for American manufacturers in Latin America can be developed through advertising. Fifth: Value of Trade Papers and Export Trade Publications as a medium for the development of export trade. Sixth: The preparation of a reliable Newspaper Directory with dependable information on circulation, etc. Seventh: Advisability of organizing a bureau to assist users of space in Latin America in connection with the establishment of advertising clubs in Latin America to act later as permanent committees in connection with the establishment of a permanent Pan-American Department of the Associated Advertising Clubs of the World.

Tuesday afternoon—From the Latin American Point of View: (a)—How can the Associated Advertising Clubs of the World assist the Latin American publishers? (Necessity for the organization of local chapters of the Associated Advertising Clubs of the World in each important centre of Latin America). (b)—Value of the work of a Vigilance Committee in advertising to promote Pan-American trade on a sounder basis, protecting Latin American publishers and public against dishonest or fraudulent advertisers from abroad. (c)—The possible creation of a monthly bulletin to assist the Latin American publishers, advertiser, or advertising agent by a special issue, or a section in Spanish in Associated Advertising magazine.

**CHURCH ADVERTISING DEPARTMENT:** Chairman Programme Committee, Rev. Christian F. Reiser, New York.

The programme has not been put into definite form, but such subjects as: "Church advertising in a small town"; "Copy for newspaper advertising"; "Why should the Church advertise now?" "Advertising slogans for churches," will be discussed. An extensive exhibit of church advertising will be displayed, also.

**RETAIL ADVERTISING DEPARTMENT:**

Monday afternoon—"Planning an Advertising Programme for a Specialty





*Counsel, Art and Typography  
for Advertisers*

## Bertsch & Cooper

An illustration may win praise as a picture, yet fail as an advertisement. Illustrations produced in our studios are not made to win praise. Their purpose is to make sales.

Usually they do both—first, because they are good pictures; and second, because they are properly related to and combined with Designs, Lettering and Typography in the form of *complete* advertisements.

59 EAST VAN BUREN STREET  
CHICAGO

Store." Discussion. "New Methods of Retailing." Frank Fehlmann, Churchill-Hall, Inc., New York City. Discussion.

Tuesday afternoon—"Fitting the Appropriation to the Merchandise You Advertise." Discussion. "The Big Store in the Small Town." Discussion. "The Modern Basement Store and One Way to Take Mark-Down." Discussion.

SCREEN ADVERTISERS' ASSOCIATION OF THE WORLD: Chairman Programme Committee, Harry Levey.

Monday afternoon—Meeting called to order by President, Harry Levey, general manager, Industrial and Educational Department, Universal Film Manufacturing Company. Report of Secretary-Treasurer. Address: "A Dream Realized." President Harry Levey. Discussion. Address: "What I have learned about the Motion Picture Medium." Tim Thrift, advertising manager, American Multigraph Sales Company; chairman Motion Picture Committee, Association of National Advertisers.

Tuesday afternoon—Address: "Guaranteed Circulation With the Motion Picture Medium," Harry Levey. Discussion. Experience Meeting: Short addresses by advertising managers and agency officials, giving their experiences with the motion picture medium: G. Lynn Sumner, advertising manager, I. C. S.; W. B. Griffin, advertising manager, Holmes and Edwards; J. H. Weddell, advertising manager, Firestone Tire and Rubber Company; Paul Wing, Eastern manager, Critchfield Company; John Leitch, author of "Man to Man," and "The true mission of the motion picture." Industrial and educational films will be shown on the screen in the Claypool Hotel Convention Hall every afternoon and evening of the convention, from 4 to 10 p. m. Films showing national and local campaigns will be used.

### Getting More Than a Pipe from the Corn-cob

THE corn-cob pipe may possibly have been created by hard necessity, but it is more likely that some provident farmer first saw it as an economy. Still, the making of corn-cob pipes does not, in any appreciable degree, provide for the utilization of the corn-cobs of America.

The corn-cob has been called "probably the greatest waste in America" by the American Chemical Society, an organization which has long been studying the corn-cob question. This society has discovered that furfural can be pro-

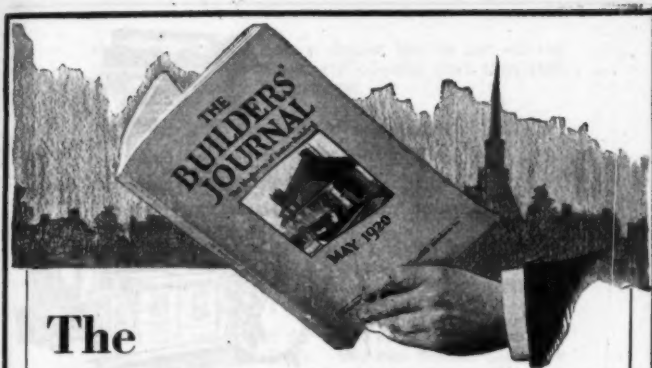
duced from the corn-cob. Dr. K. P. Monroe in an address at the spring meeting of the society recently held at St. Louis, made the following announcement:

"The pioneer work in this field was done about two years ago by chemists of the Bureau of Chemistry, United States Department of Agriculture, who devised a simple and economical method of extracting approximately one-fourth of the material of the cobs as an adhesive gum, and also methods of treatment for the residue, which yielded an approximately equal quantity of adhesive gum and about 40 per cent of the weight of the cobs bleached white cellulose. A number of useful and interesting by-products are obtained in this process. The present announcement deals with one of these, furfural, about 3 per cent of which is formed as a by-product in the extraction of the first adhesive. By a new and very cheap method, which has just been devised, furfural may be separated almost quantitatively as a yellow, aromatic oil of high boiling point (162 degrees centigrade), and with an odor closely resembling benzaldehyde (oil of bitter almonds).

"Although furfural has hitherto been known as a comparatively rare organic chemical, a number of uses for it are already known, and the fields for future development are very promising. Among the known uses may be mentioned a series of dyes which may be produced by interaction with various coal-tar derivatives; hard rosins, similar to the well-known 'bakelite,' and also soluble rosins, which may find application in the varnish and lacquer trades. Furfural, although not so efficient as the well-known formaldehyde, has antiseptic and deodorizing qualities, and has also been found useful as an insecticide."

### Randall Agency Has Railroad Account

The Fred M. Randall Company, Detroit, has been appointed to handle the advertising of the Canadian Pacific Railway, Detroit district.



## The Builders' Journal stands for quality building

**B**EFORE the manufacturer of quality building products can sell the builder as universally as he now sells the architect, the builder must be sold on the quality idea.

He must be shown that it *pays* to build better buildings of better materials and he must be *shown how* to use these materials in modern construction.

The Builders' Journal is the spokesman of better building.

It will accomplish its purpose by example, not by preachment.

The Builders' Journal will represent the net experience of the organization which for 28 years has published The Architectural Forum.

If you wish to appraise the value of this new service to builders, send for the May issue. No obligation.

### ROGERS AND MANSON COMPANY

Publishers also of The Architectural Forum

BOSTON

NEW YORK, 103 Park Avenue

CHICAGO



*The Five Big Building Years.*



## The final test for every manufacturer's product

*Is your reputation crumbling on the dealer's counter?*

**Y**OU may have perfected the finest product of its sort on the market—you may have an enthusiastic sales force, and a big advertising appropriation—

But all your efforts are wasted unless your goods can meet the final test—unless consumer demand pulls them across the dealer's counter.

*Success or failure in this final test may depend entirely upon your package.*

If your product is dressed in a dull, drab package of inferior workmanship, it's handicapped in the race with its competitors. You *must* have a package which carries a message of superiority to the most casual eye—the sort that stands out on the dealer's shelf—the sort that inspires confidence and a desire to buy.

More important still is the matter of protection. Once your product has left your factory, the protection of its quality depends upon its package. No matter how careful the processes of manufacture, you'll never achieve success unless your product reaches the consumer with quality unimpaired. Goods that deteriorate in transit or on

the shelf are the sort a dealer has to put on the bargain counter to get rid of—the sort that ruin a manufacturer's reputation.

*Solving package problems for the leaders  
in every industry*

To manufacture an attractive, dependable package for your particular product demands careful study and long experience.

The Robert Gair Company, after years of experience in solving package problems for the leaders in every industry, is especially qualified to offer you expert assistance and advice.

We can work out the most economical size and shape for your package. We can decide the style best suited to your particular product. We can adjust your package to whichever automatic filling or packing system you use. We can give you unrivaled service in securing an artistic design and insuring its perfect reproduction.

*Packages for a billion dollars' worth of  
merchandise*

The Robert Gair Company has been closely identified with every step in the astounding growth of package merchandising during the past half century. This broad experience explains why last year over a billion dollars' worth of merchandise was carried in Gair folding boxes, in Gair shipping cases, under labels made by the Robert Gair Company.

We control the whole process of manufacture, from wood-pulp to finished product. We operate our own paper mills, make our own inks and glues, maintain our own art, engraving, printing, lithographing departments. Our chemistry department regulates and improves our processes and tests finished products. Our plant is the largest of its kind in the world.

With its facilities, we are prepared to offer a complete service for packaging and displaying your goods—folding boxes, labels, shipping cases, window display advertising—giving unity to your product from factory to consumer.

**ROBERT GAIR COMPANY**  
**BROOKLYN**

*Folding boxes   Labels   Shipping cases*  
*Window display advertising*

## THE PAPER SHORTAGE

has made it difficult for many to complete their advertising campaigns as planned, and magazines and newspapers are now often compelled to omit pages of advertising matter that would otherwise be published. One cannot afford, however, to curtail their advertising on this account.

Chairman Oliver of the Federal Trade Commission says: "Discontinuance or even sharp curtailment of advertising because of temporary conditions would seem to imperil the most valuable asset that any business has—namely, its good-will."

## OUR PREMIUM SERVICE TAKES CARE OF THIS SITUATION

All advertising plans are good, but at this time Premium Advertising is particularly advantageous. In the first place, the paper shortage is not a factor to be considered. In the second place, there is nothing like Premiums to obtain and retain the good-will of the consumer, which, after all, is the purpose of all advertising. In the third place, a large portion of the cost of a Premium Campaign started now will not have to be met for at least two years or more, during which interval it will be getting in its work with telling effect.

### CONSIDER THESE FACTS

No stock to carry. No detail to worry over. No investment for premiums. You pay after the sale has been made.

#### WE SERVE SUCH FIRMS AS:

The Nestles Food Company	Foulds Milling Company
Lever Brothers Company	Federal Snap Fastener Corp.
The J. B. Williams Co.	Sheffield Condensed Milk Co.

*If you have a trade-mark product, write or phone*

## THE PREMIUM SERVICE COMPANY

50 and 52 Franklin Street, New York, N. Y.

ESTEN W. PORTER, President and General Manager

F. W. HUTCHINSON, Sales Manager

Telephones—Franklin 1130-1131

## Associations Act to Revise Tax Laws

**R**EPRESENTATIVES of thirty manufacturers' associations from all parts of the country met in Chicago recently and started a nation-wide move looking toward a revision in the federal tax laws. The United Typothetae of America was one of the associations in the conference, its representative being Luther C. Rogers, of the Rogers & Hall Co., Chicago. The presiding officer was F. R. Plum, of the American Hardware Manufacturers' Association.

A nominating committee of five was elected: Charles A. Andrews, of the Associated Industries of Massachusetts, chairman; Harry H. Smith, of Tulsa, Okla., oil manufacturers; Wilson Compton, of Chicago, lumber manufacturers; Chester Coulter, of Detroit, and J. D. Reynolds, of Chicago. This committee was given authority to choose members to represent the different associations for changes in our present tax laws to be submitted to a future meeting of the associated manufacturers of the United States to be called by the Committee.

Summed up, the sentiment of the meeting regarding the excess profits tax was as follows:

1. All tax should be uniform. This is not.

2. No tax should be arbitrary. This is.

3. No tax should be inconvenient to collect. This is.

4. No tax should take from the taxpayer more than the Government gets. This does.

E. C. Lord, of Galey & Lord, New York, in an address, said:

"The excess profits tax may automatically become a dead letter. It was imposed as an offset to Government price fixing. The individual income surtaxes, however, as levied against earned income, are in a different position and are likely to remain and to bring their unfortunate consequences unless their danger is

pointed out and acceptable alternatives suggested, and the taxpayers of all classes made to see that the present tax, to the extent that it bears on earned incomes of individuals or partnerships, is really a consumption tax and a contributing cause of present high prices."

A defense of the present tax measure was made by Judge Zoller, of the Electric Manufacturers' Club of Hartford, Conn. He declared the tax had not affected the cost of living, which was in reality the result of inflation. His idea was that manufacturers criticized the tax because they did not want to pay it.

"A consumer tax would be equitable," he said, "but we cannot convince the public of its fairness and Congress will not pass an unpopular measure."

### C. W. Fuller Advanced at "The Christian Herald"

C. W. Fuller, who for the last three years has represented *The Christian Herald*, New York, in New York City, Philadelphia and Southern territory, has been appointed Eastern advertising manager.

### U. C. S. Gains Thirty Per Cent

The gross business of the United Cigar Stores Company of America for the first three months this year amounted to \$16,839,160—an increase of \$3,903,472, or thirty per cent.

### New Campaign for Dubblebilt Clothes

Dubblebilt Boys' Clothes, Inc., New York, plans to undertake a national advertising campaign this fall, in which magazines and newspapers will be employed. It is planned to use over 600 newspapers during the campaign.

### George W. Gibbs With New York "Tribune"

George W. Gibbs, formerly with the New York Sun, is now on the sales staff of the New York Tribune's advertising department.

### Wilson Body Account With Detroit Agency

The Campbell-Blood & Trump Advertising Agency, Detroit, has obtained the account of the Wilson Body Company.



## Mallory, Mitchell & Faust Changes Name

Mallory, Mitchell & Faust, Inc., Chicago, will change its corporate name to 1. No change of ownership and management of the agency is involved in this change of name. The officers of Mallory, Mitchell & Faust, Inc., Ernest I. Mitchell, president; Paul E. Faust, secretary and treasurer, and C. Hugo Levin, Stanley G. Swanberg and Harry H. Gould, vice-presidents, continue in those offices with the Mitchell-Faust Advertising Co.

## "Current Opinion" Sold to Wm. H. Wise & Co.

*Current Opinion*, published by Current Literature Publishing Company, New York, has been sold to Wm. H. Wise & Co., New York, publishers of *The Democracy Magazine*. The two publications will be combined and issued under the name of *Current Opinion*. The first number under this new arrangement will appear in May.

Edward J. Wheeler, who has been editor of *Current Opinion*, and Dr. Frank Crane, who has been editor of *The Democracy Magazine*, have been made joint editors of the new *Current Opinion*.

## C. B. Shanks With Automobile Directory

Charles B. Shanks, recently with the Class Journal Company, New York, has become associated with the publishers of "The Automobile Trade Directory," New York, in the capacity of manager. For a number of years Mr. Shanks served as manager of *Motor World*, and also as merchandising director of *Automotive Industries*, *Motor Age* and *Motor World*.

## Ohio Newspapers Protest Thompson Bill

A protest against the Thompson Bill, the measure which proposes a tax on advertising, was voiced at a meeting of the Ohio Select List of Newspapers on April 12, at Columbus, O. William A. Thomson, director of the Bureau of Advertising, American Newspaper Publishers' Association, was the principal speaker at this meeting. The next meeting will be held on June 14.

## Allen W. Clark Heads St. Louis Paint Club

Allen W. Clark, publisher of the *American Paint Journal*, has been elected president of the St. Louis Paint, Oil and Varnish Club. The club will sponsor the annual "Clean Up and Paint Up" movement in St. Louis.

## "Aggressive" Eligible for the Black List

A. D. EYRE & CO.  
JERSEY CITY, N. J.

### Editor of PRINTERS' INK:

Whenever sales and advertising managers slip into bad habits, they usually find themselves shown up in the columns of *PRINTERS' INK*, either by your official staff or by your alert-minded readers.

To mention a few specific instances, let us consider "Dictated but not read," also "In the final analysis." Both of these phrases are about as dead as Pharaoh, and they were killed by a little gentle "kidding" in your pages.

Also we all noticed that the young ladies in the cigarette advertisements promptly swore off smoking when they found that *PRINTERS' INK* readers thought it naughty for such nice little girls to smoke.

With these precedents to fortify my position, I wish to make a plaintive protest against undue use of the word "aggressive." I have been "among those present" in the great game of business for many years, but no "aggressive" salesmen ever sold me anything yet.

Sales managers too often signify that they want their men to be aggressive; also we see quite a few advertisements calling for aggressive solicitors, aggressive salesmen, etc.

Aggressiveness in itself generally causes an instantaneous mental opposition on the part of the prospective client or customer, therefore it is evident that an aggressive salesman or solicitor cannot be a permanent success, unless his aggressiveness is offset by some unusual abilities or traits of character.

Aggressive is therefore a word that can be very well spared from the sales manager's dictionary, and in its place should be substituted the word energetic. Taking for granted the salesman's intelligence and high character, he should also be polite as well as energetic, and he will win. But away with the word "aggressive."

Don't you think so?

STEPHEN G. COUTANT,  
Treasurer.

## Sturges Dorrance, Vice-President, Logan Agency

Sturges Dorrance, recently manager of the Detroit office of *Cosmopolitan*, New York, has been made vice-president of Thomas F. Logan, Inc., New York. Mr. Dorrance had been with *McClure's Magazine* and with *Collier's* before joining the *Cosmopolitan*.

## Buchanan Remains With Superior "Telegram"

S. A. Buchanan will continue to act as general manager of the Superior, Wis., *Telegram*, besides being publisher of the *Wisconsin Sunday Times*, recently started in Superior.

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D. PEYTON BEVANS

Peyton Bevans came to New York from Baltimore to represent the "Baltimore American" in the East. That was twenty years ago.

He joined me ten years ago and I hope he is as proud of his association with me as I am of him.

*Lane Block*

## The Evening Mail

A comparison of the Government statements of April 1, 1920, and April, 1919, shows that the Evening Mail gained over 45,000 circulation during the past year. No other New York newspaper equalled this gain and some papers even showed losses. The figures speak for themselves. The Mail is rightfully known as New York's fastest growing newspaper. The present circulation is over 170,000.

# The Suggestion of Life Without Figures

Clever Handling of Illustrations in Which Animation Is Suggested Without the Use of Characters—Still Life That Really "Lives"

By Harcourt Williams

THE advertising artist was speaking.

He had put forward the idea that, in order to secure animation, life, action, it was quite unnecessary to introduce the human figure.

And his companions opposed the thought.

How was it possible? Life means life. Only figures could give this quality of action.

"We grant you," said one member of the party, "that figures grow a bit tiresome. There are so many illustrations in advertising of the He and She variety. And, strangely enough, these characters grow monotonous. They are always the same. Mother and father, mother and the children, father at his desk, the party and the automobile group. The same old combinations are played, month after month. It would really be a relief to discover some entirely new form of illustration, where the stage was left empty and action suggested by inference. But it simply can't be done. We defy you to show us that it is possible."

And the artist only smiled with complete assurance.

"Of course it can be done," said he, "and, moreover, it is being done every day. We will see more of it in the future, when advertisers recognize the broad field. I have always had this one idea in the matter of advertising pictures: if you leave something to the imagination of the reader you make the advertisement stronger. Why? Because it makes the reader work. He must do some thinking and reasoning on his own score. It has not been done for him in advance. I can recall when puzzle pictures were all the rage. People 'went crazy'

over them. There was shown, perhaps, a landscape. And in the limbs of trees, or in shrubbery and mountains, faces were deftly concealed. You were asked to discover those faces. Prizes were offered. But the prizes were unnecessary. People looked for them anyway.

## IMAGINATION LIKES ACTIVITY

"It is the same way with advertising pictures. The moment something is left to the imagination of the reader, that picture becomes a sort of inspiration. The person who sees it weaves his own thoughts around every line. We like to do it. It is an entirely human trait. I sometimes think that most advertising designs are too complete; too much like diagrams. They leave absolutely nothing to the mind and the imagination of the prospect. It is all over in a second. They see the design and absorb its story at a glance.

"What happens when a popular periodical prints a picture and asks its readers to supply the caption? Interest is aroused at once and many answers received.

"I think I can prove to you, out of the facts in present-day advertising illustrations, that there can be such a thing as human interest without the introduction of human figures at all. It can be suggested, intimated, placed there by inference.

"Suppose we turn to some of the current Alvin Silver designs. Atmosphere of a by-gone day is created by the artist. A room is shown, table, chairs, window, furnishings to fit the times. A log fire burns brightly and we can see the flames lick upward. There are no people, no actors.

(Continued on page 101)



## *Fulfilling the Promise*

**P**PROMISES are worthless  
—unless backed by ability  
to perform.

In our 44 years of printing service, we have set a standard that guarantees our promises will be backed by fulfillment.

Equipment provided by unlimited resources—knowledge of the craft that enables us to move quickly with least effort—an organization of men governed by our spirit of fair dealing and progressiveness; at all times co-ordinated into one frictionless whole.

Dependability of delivery, dependability of quality—these two things have resulted in pleasant business relations with our clients.

**ISAAC GOLDMANN COMPANY**

*Printers Since 1876*

80 Lafayette Street  
New York City

Telephone  
Franklin ~ 4520

## ***"Be original and convincing"***

*—Sir Thomas Lipton.*

"Let us not adopt the stereotyped style of copy," said Sir Thomas Lipton to his American manager when deciding upon his 1920 advertising campaign.

"Sooner than be commonplace I think I should prefer not to advertise. Ordinary methods never won a campaign nor made a successful business. Get an agency that knows how to be original and convincing."

We are glad to be able to say that Sir Thomas Lipton has approved our plans and our copy.

### **COLLIN ARMSTRONG**

INCORPORATED

GENERAL ADVERTISING AGENTS

1463 Broadway at 42nd Street


New York City

London

Paris

Toronto

Montreal



**The Right Angle in Advertising**



## Is your outlet through the Grocery Trade

**T**HEN we have information that will be of unique assistance in obtaining complete, national distribution in double-quick time.

We are able to put you in touch with responsible selling agents in every state in the Union through correspondence alone and at trifling expense.

Note that this information is immediately available . . . it isn't merely something we promise to GET for you. We have it here now in the shape of facts, and in a form that will enable you to pick and choose with the assurance that those you decide upon as distributing agents are financially responsible, thoroughly wide awake and efficient.

If your product is a staple, selling at a fair price, and has real merit, you will find this "Lesan Service" of infinite value in marketing it.

**H. E. LESAN ADVERTISING AGENCY**  
Incorporated

New York  
Chicago

440 Fourth Ave.  
Republic Building



Write us—either office.



The room is what you would call 'deserted.'

"But it is not a bleak, inanimate picture. The placing of those chairs about the table, as if for expected guests, and the cheery warmth of the flames on the hearth provide the essential action. We feel the living presence of someone, not in the composition, but near it, approaching, welcome there. And, once again, the reader himself is permitted to fill in the gaps.

"Have you been watching the full pages in water color for the Torrington Cleaner? The things that are suggested are the really clever elements in these illustrations. Very few, if any of them, can boast human figures, in the telling of the story. And they are really better without human action.

"The artist paints the corner of a charming and colorful little bedroom. The window is open and a flood of sunshine enters, through which can be seen flowers of the old-fashioned kind, and a trellis, and the quaint bungalow across the bright green hedge. In the foreground the Torrington leans against a decorative linen-covered chair. Obviously, it has just successfully performed its mission. It has cleaned the floors, and because this task has been accomplished rapidly the lady of the flower-garden house has spare time for her garden.

"Nearby we see the basket filled with garden tools and the pretty garden hat with its long pink ribbons. There is no person in the picture.

"In advertising illustrations of this character, action, as I have explained, is suggested through the use of clever stage props. No figure is required to tell the reader that the Torrington has cleared the way for a morning with the flowers and that in a few seconds a smiling lady will come joyously through the room, put on the pretty picture-hat, reach for the basket of garden tools and be off into the world of sunshine.

"It is the reader, always the reader, who is permitted to paint his own mental canvas of the things that are *not* in the illustration. He may imagine just the type of girl he prefers, and put the hat at any gay slant.

"An artist friend of mine once made a keenly analytical observation on this very subject; it was his contention that when he painted, say a pretty girl, he could hope to please no more than fifty per cent of his public. 'If it happens to be a blonde,' he would declare, cynically, 'I can be fairly sure that every second person will have a decided preference for brunettes, and my girl will not interest them a bit. However, it is possible for me to please both factions. If I make a still life study of my charming model's room, and place a bunch of violets on the table, and her fan, and a vanity case, and perhaps her hat or gloves, then I allow my public to paint its own conception, individually, of the girl it likes best. It's really quite a simple procedure.'

"My friend's art doctrine has its virtues, and is happily applicable to advertising, where securing the approval of 100 per cent of your audience is desirable. I really believe we have far too many heavy figure compositions. Advertising is all action and no composure, no restraint.

#### THE ABSENCE OF HUMAN FIGURES WAS PLEASING

"How restful!" observed a lady of my acquaintance, as she came upon an advertising illustration of a piece of very handsome silk thrown across a library table. At one side stood an ornate lamp and the light fell across the fabric. The background was merely a shadowy tone of subdued gray. There were no figures.

"I questioned her to find her point of view. She could not quite explain, but that advertisement was restful to eye and mind, because it suggested a story rather than gave it in methodical detail. 'The popular picture for

silk,' she explained, 'would be a scene at the Opera, or a bolt draped over the arm of a marble statuette of Cleopatra, or thirty-two Japanese characters playing tag with silkworms. This design is quiet, restrained, soothing. I can just imagine some well-groomed woman has thrown the silk across the table, under the lamplight, to study its texture. She is not in the picture, yet I know she is there. I am grateful to her for being so reticent. We do not need her. The lamplight and the silk tell the story.'

"One of the most striking catalogues I ever saw secured action and human interest by proxy. It was for a high-grade automobile and there were no less than eighteen pen and ink drawings, full-page each. The pen technique alone was very beautiful. There were cars of various models, one to a page, but no drivers, no chauffeurs, no children playing with swans in the foreground, no doddering old gardener coming across the composition with a potted gladiolus.

"And, as I recall, I think it was the first automobile catalogue in years that did not deluge the pages with so-called human interest. The backgrounds were of fine old gardens, and cool lawns, and deep woodlands, but in no case did figures intrude.

"I asked myself why these illustrations held my interest, despite the fact that they were not rampant with the usual action.

"And then it suddenly dawned upon me. Action was there, all along, but merely hinted at, suggested, threaded through each composition, like a silvery web of light. If these cars had been standing in utter loneliness; if there had been no life or animation anywhere at all in the compositions, their attraction would have been far less.

"The artist had found a way! In one drawing, birds were busily building a nest in the ironwork of a great entrance gate; in another drawing, doves were cooing high up along the ridge of a hunting lodge; in a third, storm

clouds were rolling up, great white and black frowning masses of them, tumbling in an angry, confused mass above the swaying elm trees. And the sense of the impending storm was in the air. The few leaves went dancing along. There was action in every line of the drawing. One felt that, whatever happened, it would be perfectly snug and safe inside that limousine.

"There is a periodical cry for simplicity in advertising. The pictures should be less filled with detail. Here, then, is certainly one answer. Allow more for the reader's imagination to feed upon. It is one of my creeds. People—all of us—have a natural hankering to use these imaginations of ours. We like to fill in the blank places.

"One of the most popular advertising illustrations of the year was a still-life that had more drama in it than half of the figure compositions.

"It was a page for slippers. A new theme? Not by any means. Simply made to seem so through the way it was handled. An arrangement of father's arm chair, his smoking jacket, pipe, paper and—the slippers, tucked in at the foot of the chair, ready for him to slip on the moment he arrived. The lamp had been lighted. It was entirely possible to see Dad enter, put on his coat and slippers and settle back. I do not think an actual illustration of him, seated, in his slippers, would have been an improvement, or so good.

"We all have a certain amount of imagination. It may be of varying quality, but we can use it, like to use it. Advertising illustrations which do all our thinking for us finally grow rather tiresome."

### Two New Accounts with Sweetland Agency

The advertising accounts of the Harding Company, manufacturer of stone-crushing machinery, New York, and the Gem Fountain Corporation, operator of a chain of restaurants, New York, have been put in the hands of B. J. Sweetland, advertising agency, New York.

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Made in Springfield, Mass.

## FISK TIRES



Time to Re-tire?  
(Buy Fisk)

THE Fisk Rubber Company of Chicopee Falls, Mass., is proud of the fact that its 6,000 employees look upon it as a good concern to work for. Its plant, two miles from Springfield, has 29 modern industrial buildings covering 30 acres. The gross business last year was approximately \$50,000,000.

THERE are 606 grocery and meat stores in Springfield, Mass., offering splendid opportunity for the retail outlet of nationally-advertised food products. There are also 22 wholesale grocery and meat houses. Both wholesalers and retailers are always glad to add a new advertised product. We work in close co-operation with them.

Cover Springfield and its rich suburban territory with The

# Springfield Republican

(3c morning)

# and The Daily News

(1c evening)

net paid for March

# 49,211

Largest Circulation in Massachusetts Outside of Boston

OUR merchandising department is always ready to serve national advertisers and their agents. May we serve you?

Try it out in Springfield, Mass., in The Republican and The Daily News

Kelly-Smith Co., Foreign Representatives Murbridge Bldg., New York  
Lytton Bldg., Chicago



1,518,000  
telephones in  
New York State  
and Northern  
New Jersey.

A telephone  
directory  
beside every  
one of them.



These books  
are consulted  
7,360,000 times  
daily.

*Get the rates today for advertising space  
in the summer issues soon to go to press.*

## NEW YORK TELEPHONE COMPANY

P. W. ELDRIDGE, Sales Mgr., Dir. Advg.

15 Day Street, New York

Telephone Cortlandt 12000

# Curbing the Retailer's Jobbing Ambitions

How It Can Be Done Without Giving Offense

By Arthur Cobb, Jr.

ONE of the first concerns to take the count in the business depression of 1914 was a small department store in the Middle West. The store had been established for a number of years and to all outward appearances was more than ordinarily successful. Why it failed remained a mystery until the receiver completed his investigation. When his report was ready, the secret of the collapse was out: The proprietor had tied up nearly all his capital in about half a dozen items.

Here are some of the incongruities that stuck out in the receiver's inventory:

Thimbles .....	\$ 400
Postal cards.....	650
Roly-polys .....	1,100
D. M. C. cotton...	4,500
Fancy china.....	6,200
Underwear .....	8,800

The proprietor's net capital did not exceed over \$25,000. To have a properly balanced stock he should have carried several hundred items, and there he was with 85 per cent of his capital invested in six articles.

What got this man in trouble was that he tried to do a jobbing business on the side. But behind that fact was another reason. He was a bear on prices. They had to be at rock bottom or he wouldn't buy. Of course, to get them down to the lowest possible point he had to buy quantities. But he couldn't sell large quantities at retail of such limited-sale products as thimbles. To get rid of the surplus he had to job them to other merchants. At that time the roly-poly was the toy of the hour. It was selling big. This merchant found that by placing a large import order direct he could shave the lowest domestic price by 25 per cent. He thought it would be easy to wholesale the goods that he couldn't sell in his

own store. But his judgment in this, as in so many other matters, turned out to be wrong. He failed because he found that as a wholesaler other merchants wouldn't take him seriously.

Referees in bankruptcy could tell many a similar tale. The attempt to get lower prices or to speculate on the market causes more over-buying than anything else and over-buying is at the bottom of many retail fiascos.

Manufacturers can do much to discourage plunging on the part of retailers. They can, for example, sit down on the fellow who has unjustifiable jobbing aspirations. It is with this phase of the subject that I intend to confine myself in this article.

## THE FIRST QUESTION

The question, of course, will constantly come up, "Who is a jobber?" Or, to put it another way, how best may the manufacturer tell which concerns ought to be recognized by him as jobbers and which should be refused such recognition?

This is a highly important question for the sales department of any manufacturing concern selling through jobbing channels, for if the manufacturer sells at jobbers' discounts to any customer not genuinely entitled to them he is almost certain to have a disagreeable time with the regular jobbers in that territory as soon as they find it out. And if his sales policy is such that he sells exclusively through jobbers, or if he has but one discount each for the jobber and dealer, regardless of quantity bought or volume of business, then the problem of deciding who is a jobber and who isn't becomes doubly important.

It is true that in all jobbing fields there are certain names that stand out clearly head-and-should-

ders above most of the others. Their volume of business is large, their credit is gilt-edged and their business is practically 100 per cent wholesale; so that their right to the classification of jobber is absolutely above suspicion, and no sales manager would hesitate a second about quoting them jobber's discounts, even if he had never received an order from them before.

But in many fields of business (and the automobile accessory field is a prominent example of what I mean) it seems that there is a constant outgrowth from the ranks. Small dealers are growing larger, and the large dealer, particularly if his town is favorably located, begins pretty soon to entertain jobbing ambitions. This idea on his part may, and often does, owe its inception to the fact that the smaller dealers in his vicinity, knowing his stock is large and fairly complete, fall into the habit of picking up from him various odds and ends that they may need in a hurry. He usually allows a "courtesy" discount of 10 per cent or thereabouts on such transactions, and it is only logical that the next step is to consider getting out a modest catalogue and putting on a salesman or two to solicit such business, provided he can get a better discount from the manufacturer. He must have a margin that will enable him to compete for such business and still handle it at a reasonable profit.

#### THE DEALER AFTER JOBBERS' PRICES

Right here is where the plot begins to thicken. From Mr. Dealer's viewpoint he is justified in making this demand of the manufacturer, for he is expanding his business in a legitimate manner. He really is selling at wholesale, and is providing more outlets and additional volume of business in that territory for the manufacturer.

While it is true that the greater part of his volume of business is still done at retail, he naturally feels that no manufacturer should expect him to close up his retail business right off, and suddenly

become exclusively wholesale, as one of the conditions of giving him wholesale prices. He knows that he is a success as a retailer, but his ability to make a go of it as a jobber remains to be proved. He has sense enough, when climbing a ladder, to take hold with his left hand before he lets go with his right. And, besides, he reasons, aren't there literally hundreds of jobbing houses, recognized as such, who operate extensive retail departments? Apparently it is no crime for a jobber to be a retailer also. Or at least if it is, a great many of them get away with it anyway. Why shouldn't he?

If at this stage of the proceedings the dealer requests jobber prices and is refused, it is easy to see why he might consider such a refusal, from his own viewpoint, nothing less than an expression of hidebound, reactionary conservatism, or he may even go so far as to look at it as a deliberate attempt to stifle individual initiative and legitimate competition.

Please don't imagine that I am trying to prove the dealer is always right in such controversies. I am not attempting to set up a general case in his favor, nor do I believe that he is necessarily right even half the time. I merely point out that very often the dealer thinks he has, and does have, perfectly justifiable reasons for his demands, although, of course, the manufacturer may have equally justifiable reasons for refusing them. The point is that unfortunately some manufacturers are prejudiced against the dealer right from the start in situations like this, because they somehow feel he is trying to secure for himself an advantage to which he is not entitled. It is my experience that at least 90 per cent of such dealers are absolutely sincere in their motives, and are justified in resenting any implication to the contrary on the part of a manufacturer.

Let us look at this thing now from the manufacturer's side of the fence. He may already have

(Continued on page 111)



From the April 1, 1920, Government Statement of the

# St. Louis Globe-Democrat

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## STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.

required by the Act of Congress of August 24, 1912, of the St. Louis Globe-Democrat, published daily and Sunday at St. Louis, Mo., for April 1, 1920.

Before me, a notary public in and for the State and City aforesaid, personally appeared E. Lansing Ray, who, having been duly sworn according to law, deposes and says that he is the editor of the St. Louis Globe-Democrat and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the name and address of the publisher,

affiant has no reason to believe that... association, or corporation has any interest direct or indirect in the said stocks, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is...

197,628

E. LANSING RAY, Editor.

Sworn and subscribed before me this 1st day of April, 1920.

(SEAL.) JOHN T. NIXON, Notary Public.  
(My Commission expires May 7, 1920.)

The above statement was filed at the Post Office and printed in compliance with the Congressional Act of August 24, 1912.

The following facts should be remembered in connection with the foregoing statement: The St. Louis Republic was absorbed by the Globe-Democrat on December 4, 1919. The daily and Sunday average circulation shown above includes a period of over two months during which the Globe-Democrat's circulation was considerably less than it has been since the absorption of the Republic. For the four months of December, January, February and March, the NET PAID daily and Sunday average circulation of the Globe-Democrat is

216,337

The circulation figures given above represent only ACTUAL papers SOLD and do not include papers distributed daily in the regular routine of publication. ALL employes' copies, ALL unsold, left over, spoiled and free copies, of any description are EXCLUDED.

RAILROAD... ONTROVE...

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# CIRCULA

The  
Symbol

Thos. Cusack Co.

Of National  
Circulation

ULATION



Outdoor Advertising

# 11 *for* 58

Eleven of our twenty-four clients have been with this organization for a total of fifty-eight years, an average of nearly  $5\frac{1}{2}$  years each. Our oldest client came with us the month we started in business—May, 1912—and is still with us.

*The*  
**Powers-House Co.**  
*Advertising*  
Cleveland

P-H



satisfactory jobbing connections in the territory, and have been enjoying a good volume of business from them right along. The last thing on earth he wants to do is to disturb the existing cordial relations with these customers. He knows from sad experience that few things are so irritating to a jobber as to find that he is losing business because his customers are buying direct from manufacturers what they formerly bought from him. And when it dawns on the jobber that they not only are buying direct, but are also getting as good a price as he is—well, I'll leave the rest to your imagination.

Small wonder, is it, that caution is the watchword of the manufacturer with a real jobber policy? He certainly cannot be blamed for conservative action in a situation like this. He really owes it not only to himself but also to the entire industry in which he does business to see that he makes no rash or ill-considered move, nor creates any disturbance which had better been avoided. He has, in effect, a double responsibility, which he should bear in mind if he is to make a conscientious and intelligent decision.

If the dealer is already known to him, what kind of customer has he been? Has his retail business shown a steady increase? What do the salesmen's reports say about him? Do they indicate that he has good business ability, energy, and initiative? Is he making this demand in good faith? How is his credit? Are his credit and capital large enough to enable him to carry sufficient stock to fill all reasonable needs of a dealer? If his request is refused, might the manufacturer pass up in favor of some competitor an opportunity to form a connection which will later grow into a big account?

On the other hand, is the dealer simply trying to work a sharp game in order to get a better price and hence a bigger profit? In considering the claims of this newcomer in the field, would the manufacturer be breaking faith

with his present jobbing customers? Would such action tend to undermine their established business in his product, or weaken their enthusiasm for it? Would it really result in a total sales increase for his product, or merely shift to the new concern part of his present sales in that territory?

These and many other questions arise, and the manufacturer must find fairly definite and accurate answers to them if he is to decide intelligently. How may this best be done? How shall he go about it to get satisfactory answers to these rather intimate questions with the minimum possibility of friction with the dealer and consequent loss of good will?

#### TACT NECESSARY IN TURNING DOWN DEALER'S REQUEST

One very effective method I shall describe presently, but first let me say that here, as in most business transactions, the use of tact and diplomacy are of the highest importance. Tact, of course, has little to do with what is said, but has everything to do with how it is said.

Here is an incident that illustrates this point, and is an actual occurrence. A lady walked into a shoe store and asked to be fitted to a pair of shoes. The clerk had a great deal of trouble fitting her, trying on one pair after another, and finally said, "Why, Madam, I'm afraid you'll have to have them made to order. One of your feet is larger than the other." The lady tossed her head and walked indignantly out of the store. She went to another store, where the clerk had exactly the same trouble. Finally he said, "Why, Madam, I know what the difficulty is. One of your feet is smaller than the other." She smiled sweetly, and ordered two pairs.

The principle brought out here is a sound one, and should be kept in mind. For instance, a large retailer whose request for jobber's prices has to be turned down is apt to resent your telling him his wholesale business is too small, but you can tell him he has a large retail business and make him like it.

When we receive a request for jobbing discounts for our product from a concern not on our jobber list, we refer it to a salesman whenever possible, as we believe personal contact at such a time is far better than correspondence, no matter how cleverly handled. Frequently, however, the salesman is nowhere near the place where the inquiry originates, and the inquirer is almost always in a hurry for an answer, so we have been obliged to handle the majority of such situations by correspondence. If the inquiry is from a firm which has not handled the product before, we usually write as follows:

"We very much appreciate your inquiry for jobbing information.

"With a clearly defined jobber policy such as ours, we feel that we are serving the best interests of the entire trade by being extremely careful that we do not quote jobber discounts except to concerns whose status as jobber in the automobile accessory field is clearly established beyond all reasonable doubt.

"We readily admit that our present jobber list may not contain all such names, and therefore when we receive such a request from a concern not on our list all we ask is an opportunity to make our own investigation.

"The enclosed questionnaire is prepared specially for this purpose, and we ask you to fill it out and return it to us in strict confidence. This will give us the information necessary to pass on the matter, and we will let you know the result as soon as possible."

If the inquiry is from a concern which has been handling our goods as a retailer, the reply is modified something as follows:

"We very much appreciate your inquiry for jobbing information.

"Your desire to enter the jobbing field with our article pleases us especially, because it is unmistakable evidence of the growth of your own business as well as your good will toward our product.

"We admit frankly that our policy in regard to offering jobber discounts is a very conserva-

tive one, and we believe it is for the best interests of the entire trade that it should be so. For instance, if we give you the jobber discount now, it is equivalent to taking away that amount of business from the jobber from whom you have been buying. He naturally would have just cause to complain, just as you would were positions reversed, unless it is clearly shown beyond any reasonable doubt that you are entitled to jobber classification.

"For these reasons we ask you to fill out and return to us, in confidence, the enclosed questionnaire, which will give us the information necessary to make an intelligent decision. We have every desire to classify you as a jobber if we can conscientiously do so."

#### ESTABLISHING REASONS FOR JOBBERS' LISTING

The questionnaire mentioned in the foregoing letters is printed on one letter-size sheet and reads as follows:

Name of Concern .....  
 Address .....  
 City..... State.....  
 Names of Manager.....Buyer.....  
 Do you publish a catalogue?.....  
 Do you use a syndicate catalogue?.....  
 What territory do you cover?.....  
 How many travelers selling automobile accessories do you employ?.....  
 How many months do they travel?.....  
 What was total amount of annual business in automobile accessories your last fiscal year?.....  
 Amount of last inventory automobile accessories .....  
 What percentage of your business is done at wholesale?.....  
 Do you send out any cut-price bargain sheets?.....  
 Have any manufacturers to whom you have applied for jobber's discounts refused them to you?.....  
 Write below names and addresses of at least six manufacturers of national reputation who now extend jobber discounts to you.

This questionnaire is in almost every case filled out cheerfully and returned promptly. Immediately on receipt of it we write as follows to the manufacturers whose names are given as references:

"The above concern has applied to us for jobber's discounts on our product. They are not on our jobber list, but inform us that

# *The* AMERICAN LEGION *Weekly*



*Official Publication of*

*The American Legion*

is appearing regularly in "fatigue clothes."

And is proud of the fact.

Money saved by discontinuing the use of colored covers and expensive paper stock is being used to better advantage in improving its editorial contents.

If you want to know what its 600,000 reader-owners think of this policy, read "Do Fine Feathers Make Fine Birds" in the issue of May 7th, sent on request.

Its subscribers are the type of red-blooded Americans who appreciate and want good clothes for themselves—but are not ashamed to wear overalls rather than go in debt to buy them—

And who learned that they could fight as well in O. D. as in full dress.

Their magazine, *The American Legion Weekly*, does not apologize for standing for these principles.

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## THE AMERICAN LEGION WEEKLY

*Owned and published exclusively by The American Legion*

Publication Office: 627 WEST 43d ST., NEW YORK CITY

H. D. CUSHING, Advertising Manager

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RHODES & LEISENRING, Western Representatives  
2003 Harris Trust Bldg., Chicago, Ill.

# MORE ROOM

An entire floor in the Astor Court Building, after May 1st, will permit our New York office more adequately to handle a steadily increasing list of eastern clients.

The new address is 18-20 West 34th Street, next to the Waldorf-Astoria. This is our third move to larger quarters in the past four years.

In the acquisition, more than a question of increased space is involved. Campbell-Ewald standards of aggressive and complete sales, merchandising, and national advertising service—recognized for over ten years in middle western industries—have proved an equally welcome asset to the eastern corporations we serve.

Entire seventh floor  
Astor Court Building  
18-20 West 34th Street

## NEW YORK OFFICE

E. ST. ELMO LEWIS  
Vice-President in charge  
CLIFFORD A. SLOAN  
Vice-President  
J. KINGSLEY GOULD

New phone numbers:  
Pennsylvania 1937  
Pennsylvania 1938



CAMPBELL EWALD COMPANY *National Advertising*  
NEW YORK DETROIT CHICAGO



you recognize them as jobbers in automobile accessories.

"Will you please inform us, in strict confidence, if you consider this firm legitimate automobile supply jobbers? A stamped and addressed envelope is enclosed for your convenience, and we assure you we shall appreciate your reply and stand ready to reciprocate the favor at any time."

When the replies to this letter are received we really have much valuable information about the customer, and we consider that we are in a position to decide whether or not it is good policy for us to recognize him as a jobber. Naturally, the answers to the individual questions will have a different influence on manufacturers in different kinds of business. For instance, few manufacturers of automobile accessories would recognize as a jobber any concern whose proportion of business at wholesale is not at least 60 per cent of his total, regardless of his answers to the other questions.

It is, of course, obvious that each case must be handled on its own merits. Each sales manager in each field of business will find here an opportunity for the exercise of his powers of sizing up a situation and arriving at a wise decision. To sum it all up, he should try to know both sides of the question, and act from reason rather than rule.

### "Creoleans," New Orleans Confection, Seeks Wider Market

THE B. & G. Agency, of New Orleans, exclusive selling agent for Odenwald & Son, of that city, is advertising "Creoleans" in a newspaper campaign in Chicago. Creoleans is the Odenwald trade name for Creole Pralines, a confection of pecans and cane sugar that has been made in New Orleans, it is said, for more than 200 years. The Chicago advertising campaign was prepared by the Osterreider Advertising Corporation, of Chicago.

The advertising, which began with a 1,500-line announcement, followed with four times a week follow-ups of 600-line space, will run for three months with a smaller size series of copy. Posters will also be used.

In gaining initial distribution, Sydney S. Goldberg, director of sales of the B. & G. Agency, took to Chicago a score of cotton bales, sugar cane and all the "atmosphere" that would make a typical New Orleans display. An exhibition was staged in the Fair department store and the first day's sales were 1,300 packages.

"We opened an office," said Mr. Goldberg, "employed fifteen missionaries who covered the streets for us, taking with them a portfolio of advertising copy that was to appear, to sell the retail trade.

"Every day their reports were written on a chart and a bonus given to the man ahead. In sixty days we had sold 3,300 retail stores, 210 elevated stations, forty-six jobbers and every department store in Chicago that handles candy, as well as 114 Thompson restaurants. Incidentally, ours is the only candy in these restaurants."

After distribution had been secured, the advertising was begun. The company is now working for distribution in several of the other large cities of the country.

### Not on P. I. List—Any Claimants?

THE HENRY BOLTON PECK CORPORATION  
BOSTON, April 8, 1920.

*Editor of PRINTERS' INK:*  
In our search for a name for a house-organ Professor Harold Whitehead, of Boston University, was consulted as to whether the word "Potpourri" would be a good name, and he has O. K.'d it, but suggested that we write to you as to whether any other concern has adopted this name for a trade house-organ.

HENRY BOLTON PECK,  
President.

### Willard Cook Succeeds C. A. Peterson

Willard Cook, who has been manager of the Seattle branch of the Vogan Candy Co., Portland, Ore., has been made sales manager of that company, succeeding C. A. Peterson.

# How Hebe Company Teaches Trade to Stick to the Truth

Accidentally, or Otherwise, Retailers Occasionally Make False Claims Which Would Hurt Future Sales Possibilities

By J. T. Bartlett

WHEN a grocer in Fort Wayne, Indiana, or anywhere else, misrepresents Hebe in newspaper advertising, listing it, for example, "Hebe milk," he receives from The Hebe Company, just as soon as a watchful clipping bureau has delivered to it the tell-tale advertisement, a tactful but pointed letter.

He is told, the clipping serving as a preface, that to advertise or sell Hebe as evaporated milk is a misrepresentation. The legal definition of milk stipulates a definite content of milk fat (animal), whereas the fat content of Hebe is vegetable. Hebe is a compound consisting of skimmed milk evaporated to double strength, enriched with cocoanut fat.

"Hebe is a distinctive product," continues the letter, "in a class all by itself. Its place is in the kitchen as an auxiliary to the daily milk supply for use in cooking, in baking and for coffee.

"We think it unnecessary to describe Hebe in your listing, for by means of our extensive national advertising we are driving the word Hebe into the public consciousness very much in the same way that Crisco has been, and generally speaking, the public knows just what Hebe is and its uses. The only function, then, of your local listing is to let your customers know that you have Hebe for sale and at what price.

"Please understand that in writing you this letter our only motive is to do all we can toward the proper marketing of Hebe. We will thank you for your co-operation in this regard."

Simultaneously the local advertising department of the newspaper publishing the offending advertisement is written to. The

letter explains what Hebe is and why there is misrepresentation in advertising it as milk. It tells why the company believes no description of Hebe is necessary in the retailer's copy, and asks the newspaper in preparing future advertisements for dealers to list Hebe simply by name and price offered.

If there is a second offense, a second tactful but persistent letter is promptly written both dealer and newspaper.

From time to time The Hebe Company receives those letters, ordinarily so welcome to the advertiser, from consumer-friends moved to write and report good results. But if the letter happens to be like that of the Sioux City, Iowa, parent who sent the photograph of his bouncing baby, fed on Hebe, the consumer-friend gets an unusual reply.

## DISCOURAGES SALE IN CERTAIN CASES

The company thanks him for his interest, and compliments him, maybe, on the fine appearance of his offspring. He is told the company will take pleasure in preserving his letter and the photograph as a token of his friendliness, but will not use them for advertising purposes. The company, says the letter, would feel remiss in its duty if it did not tell him of the theory held by certain scientists. Then the vitamin theory is explained.

Hebe, it is stated, is not intended to replace milk for infant feeding, and the consumer-friend is advised to feed his child on whole milk, such as Carnation Evaporated Milk. The Carnation Milk Products Co., by the way, is closely identified in business interests with the Hebe Co.

You know how artists are.

Being artists, they don't of their own volition tie their stars down to wagons.

For that very reason you'd hesitate to turn your advertising campaign over to a colony of artists.

But heading up our organization are some sound business men, experienced in advertising.

They couldn't dramatize your idea as the artists can. But then, the artists couldn't *sell* your idea, as these managers can.

It is our *organization*, combining creative talent with merchandising knowledge, that can help you put your advertising across—Big!

W

THE WELANETZ COMPANY INC.  
2 East 23<sup>d</sup> Street New York City

## The Biggest Need—

"In your October issue there appeared an article by Mr. W. A. Wolff entitled 'Mending Your Business.' This article describes the working of Industrial Democracy in our organization. You may be interested to know that this article aroused considerable interest and since its publication several delegates of manufacturers have requested interviews at this office for the purpose of obtaining our experience as to the actual working of the plan. By bringing the subject of industrial democracy to the attention of your readers, you have well performed your purpose of service to them."

B. A. Martin,

Wm. Demuth & Co., 230 Fifth Ave., New York

"We are desirous of obtaining 25 copies of the December Red Cross Magazine, containing the article entitled 'The Valley of Fair Play.' We want every one of our superintendents and foremen to read this article and put its principles into practice."

W. C. Helen, Treas.,

Russell Miller Milling Co., Minneapolis

"In the September number I read an article entitled 'Mending Your Business,' by Wm. A. Wolff. From this article developed the plan for our employees. We are very enthusiastic about it, and know it will work. Articles on these lines should certainly be a great help these days."

Louis Stewart, Jr.,

James McCreery Co., 5 W. 34th St., New York

"I am very much interested in the splendid articles on Employer and Employee which you have been running. I would like very much to obtain a copy of the October, November and December issues, which I do not appear to have. This is a subject that is of vital interest to us as well as to any other employers of labor."

Norton Mattocks, Adv. Mgr.,

Klearfax Linen Rug Co., Duluth

## A Peace of Understanding"

WITHOUT a shadow of doubt, a definite productive "Peace of Understanding" between labor and capital is the biggest need of the day.

All over the country the big man of industry, the men of vision are searching for the means of bringing this to pass.

And daily in spite of strikes and unrest, we read of some great industrial plant which has found the key to working, productive harmony.

As part of its work of building a better Americanism

### *The* RED CROSS MAGAZINE

is working and will continue to work to promote real understanding between employer and employee.

For months, its human, constructive articles have been bringing worth while thoughts to thousands of big business men who are among its readers.

The quotations reprinted here are a significant testimony to the value of this reader service.

### *The* RED CROSS MAGAZINE

*Owned and Published Exclusively by The American Red Cross*

1107 BROADWAY, NEW YORK CITY

Chicago

San Francisco

Boston

# The Wichita Daily Eagle

## Continued Supremacy in Kansas



The "EAGLE'S" leadership is proclaimed month in and month out, year in and year out, with a steady increase in circulation and in paid advertising lineage. The average net paid daily circulation of The "EAGLE" for March of 57,957 was 16,957 in excess of that of the "second" newspaper of Kansas.

### A SIGNIFICANT RECORD

During 1919 The "EAGLE" published over  
**2,714,166 MORE Lines**  
 of paid advertising than the "second" newspaper  
 of Wichita

<b>FOREIGN</b>	<b>LOCAL</b>	<b>CLASSIFIED</b>
957,474 More	313,054 More	1,443,638 More

### EVERY STATEMENT A SWORN FACT

The prestige of The "EAGLE" is founded on the confidence of its readers and advertisers. The great buying influence of THE LEADING NEWSPAPER OF KANSAS is of tremendous value to National Advertisers. Kansas is waking up. Gear your next campaign to move this ready-money mass.

### THE LEADING NEWSPAPER OF KANSAS

S. C. BECKWITH, Special Agency Representative  
 New York    Detroit    Chicago    St. Louis    Kansas City

These letters and others like them are a comprehensive, persistent follow-up of a broad educational effort to establish Hebe as a distinctive, independent article. They are to correct the isolated case in which the general educational plan has broken down and there is misunderstanding or misuse.

Take the grocer. Every case of the product he receives contains a printed notice headed, "Do Not Sell Hebe as Evaporated Milk." The new dealer stocking it is written a special educational letter in which he is told his success is assured if he starts right with the product. Then the letter tells him just what Hebe is—not evaporated milk, nor a substitute for anything. Advertising in grocery trade papers hammers home the same point. Wholly outside this, the sales department of the company has endeavored clearly to give salesmen, jobbers and selling representatives an exact idea of what Hebe is, and what its purposes are, and to curb any possible tendency to sell it incorrectly as evaporated milk, or as a substitute for it or for anything else.

"You can get just as enthusiastic about Hebe as you please," the company declares to all parties to its distribution, "and as long as you sell it for just what it is you will never receive other than commendation from your customers."

Some time ago, in order further to reduce the danger of wrong use, the company voluntarily changed its label to contain the caution, "Do Not Use in Place of Milk for Infants."

#### ADVERTISING TO ESCAPE THE SUBSTITUTE IDEA

The company's educational advertising for 1920 has several significant phases. In one phase, the company is establishing its product as independent, individual, distinctive, recommended for certain definite uses and advertised and sold as such. The company in its general advertising, and in educational effort reaching all

links in the selling chain, is taking the greatest pains to prevent the suggestion of substitute being attached to it.

The difficulty to be overcome is similar to the one with which the so-called "leather substitutes" have been confronted. A new product is originated, out of skimmed milk evaporated and cocoanut fat, which serves as an economical aid to the housewife in cooking, baking and hot beverages. In these uses, without definite and well-planned advertising and sales endeavor, it is patent how easily the substitute atmosphere could be acquired. The obvious but dangerous thing is to make immediate comparisons between the new product and the product formerly commonly used for kindred purposes; in the case of Hebe, milk—in the case of "leather substitutes," leather.

Set out to describe, for example, the suitability of a certain fabricated material, a so-called "leather substitute," for the soles of shoes. See how difficult it is to avoid comparison with leather, yet how dangerous that comparison is. Comparison and the substitute idea have been bedfellows for centuries; they are tied together for keeps in public consciousness.

A fabricated material, used for shoe soles, can stand entirely on its own merits. Hebe, used for creaming sea-foods and in coffee and for many other culinary purposes, can stand entirely on its own merits, too. Either is properly a distinctive product; just as wood and brick are both distinctive, though both are used for building houses. Either, wrongly advertised and sold, would be imperiled by the substitute idea.

The working out of this extremely interesting modern advertising problem by The Hebe Company is clean-cut. The company simply offers its product as a wholesome product for certain definite uses. It specifically advertises it for these uses and none other. It makes effort to see that salesmen sell it as such,



and that grocers do, and that consumers use it in advertised ways.

In consumer-advertisements, cook-books, etc., the substitute idea, the use of Hebe "in place of" milk, is scrupulously avoided. The article is referred to as "a new food product," "a modern food discovery," and the like. There is no comparison whatever with evaporated milk or any milk. The consumer is simply told how to prepare certain delicious, appetizing dishes—many of them—by using Hebe in definite, prescribed ways.

#### EDUCATIONAL CAMPAIGN FOR DAIRYMEN AND OTHERS

As regards any other product used for similar purposes, it escapes that merchandising pit-fall "all set" for certain new products—the substitute stigma—out of which, once in, it is mighty hard to get.

There are other than general reasons why it is vital to escape the substitute stigma. These reasons are behind an extensive educational campaign now in progress to reach farmers, county agents, extension workers, food control officials, dietitians and others. This advertising is to overcome any feeling that Hebe is an enemy of the dairying industry, and to sell the idea that it is not only a valuable food, but a necessary food, and that it benefits all concerned.

"The argument that has been most generally urged against Hebe," S. D. Roberts, special representative, informed **PRINTERS' INK**, "is that it would be sold as a substitute for evaporated whole milk for all the purposes for which whole milk is used, and this would bring vegetable fat on the market in competition with butter-fat.

"The purpose behind this educational work is to clear up the misunderstanding which exists in some quarters, and to show dairymen and others concerned in the welfare of the dairying industry and with general food conservation that Hebe is of benefit alike

to the producer (the dairyman) and the consumer, and this for the following reasons:

"The company in marketing Hebe seeks to establish a better utilization of skimmed milk by diverting a portion of this large by-product from animal feeding, which returns to humanity only from 20 per cent to 30 per cent of its food value in the meat of the animal, to direct human use of 100 per cent of its food value.

"To do this a separate and distinctive market for skimmed milk as a cooking ingredient is being established, so that its sale and use will not disturb the existing markets for dairy products.

"To make skimmed milk desirable, and therefore more readily salable as a cooking aid, it has been found necessary to enrich it scientifically with a small amount of highly refined cocoanut fat, because it is the fat in milk that adds richness and palatability to the foods cooked or baked with it, just as butter-color helps the sale of butter, and the addition of sugar and flavoring helps the sale of ice cream.

"Hebe is labeled in accordance with suggestions made by a number of Federal and State food officials. It has met and passed all the regulatory measures of our pure food laws. It is advertised as it is labeled, honestly and frankly, and marketed for just what it is, 'A Compound of Evaporated Skimmed Milk and Vegetable Fat,' serving in the home as an economical auxiliary to the daily milk supply for use in cooking and baking, and with hot beverages."

This, briefly, is the reasoning in the educational advertising to reach dairymen, county agents and allied interests. A booklet, "The Missing Third," is mailed to inquirers and in direct-mail endeavor with educators. Frank expressions of opinions from farmers, county agents and others are invited, and the company is glad to clear up any point by letter.

All this material aims to reveal the honesty of intentions of the

## A "Jackknife" Pocketbook—or—

ALL trade—business—has the same uniform requirements. Men buy jack knives and automobiles with the same set of brains, but NOT WITH THE SAME SIZE POCKETBOOK.

The "jackknife" crowd can only buy jack knives, but the crowd with pocketbooks large enough to purchase motor cars, is quite able to PURCHASE ANYTHING. The buying power is there.

That is the reason why those who are "in the know", use Free Press columns to reach the buying strength of Detroit. That is amply demonstrated by its superiority in patronage in those fields where buying power must of necessity exist.

During 1919 The Free Press stood FIRST among Detroit newspapers in these particular classifications that more than any others represent buying strength—

AUTOMOBILES  
FINANCIAL  
REAL ESTATE  
EDUCATIONAL

## The Detroit Free Press

*"Advertised by its achievements"*

DETROIT, MICH.

Foreign Representatives

VERREE & CONKLIN, Inc.

NEW YORK

CHICAGO

DETROIT

company and to indicate that it performs a useful service for the dairying industry. The fact that the country does not consume the quantity of milk it should, and that increase in milk prices characteristically causes a drop in consumption is pointed to as justification for an economical nutritious product which is made up largely of skimmed milk. A current farm paper advertisement is headed, "Seeking a Market for Dairy By-Products," and points out the relation of Hebe to the skimmed milk problem.

In a booklet reaching food control and public health officials, dietitians, etc., the company goes much more fully into the economical justification for a new food product. This is called, "To-day's Food Problem."

A portfolio of "Tell-Tale Letters," being letters typical of those sent by the company to salesmen, grocers, consumers and others in the effort to see that Hebe is sold and used right, together with proofs of consumer ads, showing that the product is honestly advertised, is distributed among food officials.

Food, domestic science and medical publications are used. In every case, with every class affected, there is extensive follow-up work by mail.

"The length of this educational campaign," Mr. Roberts says, "will depend entirely upon conditions which we cannot now foretell."

### Mrs. Knight With the Methodist Book Concern

Mrs. G. H. Knight, recently with the Standard Mail Order Company, has been made assistant advertising manager of the Methodist Book Concern, New York, which issues all of the official publications of the Methodist Episcopal Church.

### New England Lines Appoint Lesan Agency

The New England Lines, comprising the New York, New Haven & Hartford, Boston & Maine and Maine Central railroads, have placed their account with the H. E. Lesan Advertising Agency, New York.

### Selling "Assistant" Watches a Daylight Saving Opportunity

Under the daylight-saving regime catching a train, since the railroads persist in keeping "standard" time, is not a question of being a capable mathematician, but one of whether or not you have been blessed with an unusual memory. If you can remember, as you pack your bag, whether "daylight-saving" time is an hour ahead or an hour behind "standard" time, you are fortunate.

This is merely introductory to a quotation of an Ingersoll watch advertisement which took advantage of the opportunity of bringing order out of confusion. The quotation follows:

"You leave the office at 5 and catch the 4:20 train. You have a friend coming in on the 1:50 and you don't have to start for the station until 2:30, because the train really gets in at 2:50. This 'time' situation is confusing unless you carry two watches. Get yourself an Ingersoll Radiolite to-day and set it Eastern Standard Time. Set your high-priced watch New York Time. Ingersolls are surprising a good many people by keeping better time than the watches to which they have taken jobs as assistants."

### Record Salaries

Before the Government began to collect income statistics Charles M. Schwab's salary of \$1,000,000 a year from the Carnegie Steel Company was one of the wonders of the world. Far less attention has been attracted by the Government's disclosure that one man in the United States in 1917 returned income of \$4,064,408, the major part of which was reported in Block R, covering "salaries, wages, commissions, bonuses, directors' fees and pensions." His nearest competitor in this classification reported \$2,118,622, and two others returned over \$1,000,000 each. The largest individual income classified as arising mainly from "business" was \$10,826,318. The largest individual return for a man was \$34,936,604, classified as principally from "investment," and for a woman \$5,749,559. Both were "single." Two joint returns by husband and wife aggregated \$16,511,216, each being for more than \$5,000,000.—*The Wall Street Journal*.

### W. A. Martin, Jr., a Stockholder of D. E. Sicher & Co.

D. E. Sicher & Co., makers of "Dove" undergarments, New York, have recently incorporated and W. A. Martin, Jr., advertising and sales manager, has become one of the stockholders. Mr. Martin has been with the Sicher organization since 1914. He had previously been with the Chalmers Knitting Company, Amsterdam, N. Y., and was at one time secretary of the Association of National Advertisers.

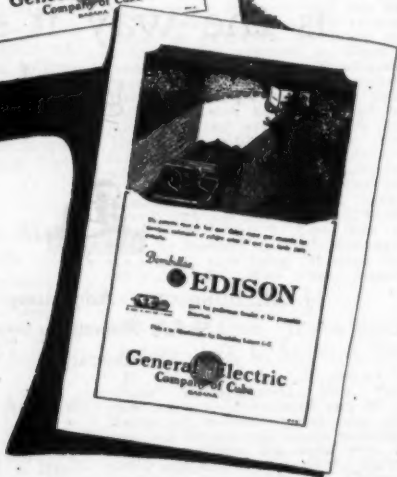
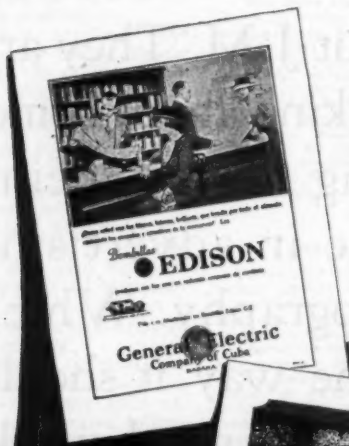
WHEN MEN TALK  
about "Bundscho" now  
they are not thinking  
about J. M. They are  
thinking about some-  
thing that is being  
done in advertising  
typography. Which  
is the way it should  
be with good work.



J. M. BUNDSCHO, Advertising Typographer  
58 East Washington Street  
CHICAGO



# The Latin American





## Buyer—Your Prospect

**F**OR many years we have been writing, illustrating and placing advertising in Latin America.

It is one of the most promising markets for the American advertiser.

Some of the best known manufacturing companies in the United States have profitably entered this field.

Our Foreign Department is equipped for writing and placing advertising in ANY country of the world.

### FRANK SEAMAN

INCORPORATED

*Foreign and Domestic Advertising*

470 Fourth Avenue, corner of 32nd Street  
New York City

Chicago Office: Monroe Building  
Monroe St., and Michigan Ave.

Associated with Mather and Crowther, Ltd., London, Eng.

## NEW \$3,000,000.00 WRIGLEY BLDG., CHICAGO



the erection of which has just begun.

Its beautiful tower will grace the skyline of Chicago, and be seen by tens of thousands of people daily. Trust Bill Wrigley not to overlook a big advertising bet!

The construction is in charge of Mr. J. C. Cox, Treas. of the Wm. Wrigley Co., a subscriber for, and admirer of **BUILDINGS & BUILDING MANAGEMENT**.

Mr. Cox, who has charge of some \$5,000,000.00 of other property of the Wm. Wrigley Jr. Co., last month placed with the Kaestner & Hecht Co. a contract for seven high-speed elevators for the new building.

Mr. Cox declared that the effective use of cover space in **BUILDINGS & BUILDING MANAGEMENT** by Kaestner & Hecht Company had helped establish in his mind the conviction that they were top-notchers in the elevator field. Therefore, he gave their claims serious consideration, which resulted in their obtaining the contract.

**BUILDINGS & BUILDING MANAGEMENT** is read by the executives (both owners and managers) in charge of 85% of the \$300,000,000.00 of new office, loft and apartment building construction begun or contemplated for this year, besides over 21,000 big buildings already built.

**TELL THEM ABOUT YOUR GOODS IN THEIR BUSINESS PAPER.**



**AND BUILDING MANAGEMENT**

Published by Porter-Langtry Company

(Member A. B. C. and "Associated Business Papers")

City Hall Square Bldg.

Chicago



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# Better Understanding in the Whole Advertising Business an Essential

Based on Informal Talks with Prominent Agency Space Buyers

By Roy Dickinson

AT a time when advertising is under fire, the necessity for co-operation is greater than ever.

When men wish to concentrate upon and agitate points of disagreement they will find there is always plenty of room to do so. PRINTERS' INK has emphasized very often that there are a far greater number of points of agreement than of disagreement between various elements in our complicated economic structure. Labor and capital are not the only two groups who have more points of agreement. There is also the buyer and seller, or members of the same business in competing lines. It is always possible for men to agitate points of disagreement. There are some men who seem to like them better. Their method leads only, in the end, to destructive criticism, misunderstanding and an injury to the whole common cause at the present time. On the other hand, men who are continually searching for and getting the other fellow's viewpoint will profit in the end.

It is the purpose of this article to make a plea for closer co-operation between buyer and seller, and between competitors in the same business. Everyone of us depends upon the stability and prosperity of the advertising business for salary or dividends. The manufacturer, publisher, agency man, representative, buyers and sellers in all fields of advertising and representatives of competing mediums all have more points of agreement than they have of disagreement. Is it not time that these points of agreement were emphasized and the necessity for the closest kind of co-operation and mutual understanding realized and acted upon?

As it has recently been pointed out by John Sullivan, of the Asso-

ciation of National Advertisers, advertising is liable to be under fire for the next five years at least. Attacks are apt to be made upon it in increasing number by old-fashioned, one-dimension economists, administrators, Government officials who have not taken the trouble to find out the economic place of advertising, and from all the persons running for office. Other attacks will come from the rank and file of industry and commerce, from men who are not well informed upon the subject. Many attacks will also be made by the ever-present, long-haired dreamers who wish to run us immediately from this land of trouble to the promised land of Utopia.

A time when a whole business is liable to attack from many sources is surely one for a united front within the business and for the closest kind of co-operation and understanding. Every man in the advertising business or who depends upon advertising for a living, whether he be the publisher of a newspaper, a lithographer, an agency space buyer, a representative for outdoor advertising, a magazine representative, a novelty salesman or in any other phase, believes in his heart that advertising is just as fundamental a force as electricity, that it has a definite constructive place in the economic scheme. Is it not time that he look for points of fundamental agreement with every other man in the business?

A prominent space buyer for a big New York agency recently pointed out that certain publishers, for example, still placed the agency in the category of hostile forces. Not knowing all the functions and practices of the modern advertising agency, sometimes knowing exceedingly little about

them, a certain few publishers are often led to take the attitude that they are hostile to his interest. This lack of understanding, in the first place, leads inevitably to a wide divergence of opinion and, very often, to a fight in which the whole advertising business is liable to suffer.

There are differences between the buyer and seller in every line of industry, but it has come to be realized that in many fundamental points the interests of the buyer and the seller are the same. In the same way the publisher and the agency man when they get to understand each other, when they see the difficulties that the other man is up against, very often would change certain practices on both sides which at the present time work to the bad interest of both of them. It is usually true in any line of industry that when a certain group in that industry decides, behind closed doors, upon a matter of policy which is for its own particular interest, in the long run it works out to hurt some other end of the same business.

What is true in other industries is true also in the advertising business, and after a matter of policy is decided, if it hurts another end of the same business, it means a fight. If, on the other hand, before a matter of policy is definitely decided upon, the viewpoint of all of the men in the industry is at least felt out and taken cognizance of, many later difficulties can be obviated and the whole industry will not suffer. It would appear that neither newspapers, magazines, outdoor advertising nor any other mediums can do anything for their own selfish benefit which does not, in the long run, hurt the whole business of advertising. And on the same basis it appears to be true that anything which a medium does in times of stress to take advantage of buyers of space will also in the long run work out to the detriment of the whole business.

It has been pointed out in **PRINTERS' INK** how, in other lines of industry, a certain point arrives in the building up of that

industry when good will comes in conflict with the desire for greater profit. Profits are a fine thing and business can't get along without them. But, over a certain point profits are apt to cut into good will, especially in times of stress, and an ill will which is built up now may come back with bells later on. Steadiness, poise, understanding of the other man's viewpoint and a sense of right proportion are of the greatest importance at the present moment.

Increased volume will often take care of rising costs of material and labor, instead of a tremendous increase in the cost of the product. On the other hand, it looks easier to a few manufacturers in all lines, including advertising, to raise the cost of their product without making every effort to take it up in the first place, through increased volume. In the advertising business, for example, there are several publications that have tried to take care of increased cost of paper and labor by an increase in volume rather than a great raise in rates. It is a sure bet that the space buyer remembers the names of these publications and that they have built up a tremendous amount of good will by their actions.

A great proportion of mediums in all fields seem to be working toward a better understanding. It is also true that a large proportion of publishers and representatives work in close harmony with the agency. It is only a small minority in both cases which has not come to a realization that the interests of advertising are fundamentally dependent upon the good of all elements in advertising. These men in the advertising business are the ones who harp on the points of disagreement instead of looking for the fundamental points of agreement upon which all men can work toward a better business and a better future. Is it not time that the big majority brought home to the minority the truth of these fundamental statements and tried to get them to act upon them?

Getting the other man's view-



## Muddy Roads and Your Bearings

**Y**OU splash through mud and water hub deep, and it takes some driving to keep in the road. You don't know what you are hitting down underneath until you feel the shock through the steering wheel. Your front wheel bearings are taking thousand pound blows from every angle, tremendous momentary side thrusts. Are your bearings built to stand it?

Shafter bearings are, because the Shafter double rollers are placed at a 20 degree angle against the convex surfaces of outer race and inner cone in such a way that every shock, no matter from what direction it comes, is received on the full length of each roller.

Put Shafers on your front wheels, and you will never have bearing trouble to matter how rough the road or how hard you drive. For Shafter Roller Bearings are automatically self-aligning. The cone rides with every deflection of the

spline and keeps in contact with all rollers, no matter what happens. This is an exclusive Shafter feature.

The Shafter is the only 100% load capacity bearing that is made, and will stand as much side thrust as it does radial or top load. (See cross section drawing.)

At most dealers. Exact replacement for cone and cone bearings as well as others—easily installed. Write us giving make of axle, and we will send you a roller front wheel repair bill.

George D. Bailey Co. (Incorporated) 4503 Ravenswood Ave., Chicago

### Replacements Now Ready

For Front Wheels

OAKLAND	DODGE
MAXWELL	FORD
CHEVROLET	OLDSMOBILE
OVERLAND	ALLEN
VIN TRUCK	ELGIN
WABER	Roller-Bear

Send for Folder

Self Aligning  
**SHAFTER** Roller Bearing  
 100% Load Capacity From Any Angle

Reproduction of a page advertisement in farm publications and national weeklies.

It is a source of genuine pleasure to observe the results of the co-operation between George D. Bailey Company and this organization.

## CHARLES F. W. NICHOLS COMPANY

### General Advertising

Twenty East Jackson Boulevard  
 CHICAGO

point is the best way to co-operate on points of agreement. After a resolution or a policy has been adopted, each side has to see it through, no matter how much difficulty it causes. If, before resolutions or policies were adopted, the other man's viewpoint was secured, the resolution would be far better in the first place and would work out far better in the long run. Never in the history of advertising has co-operation, good will and understanding by all elements in advertising of the other fellow's viewpoints in the same business been more necessary than in the present day.

Every publisher owes it to himself to know something about the place and duties of the advertising agency. Each advertising agency should know something of the publisher's business and the difficulties he is up against. Rival publishers in the same city should realize that after they get through a fight on the old-fashioned knock-down-and-drag-out principle, there is sometimes very little left of the good name of the city upon whose buying power they both depend for a living, in the mind of the space buyer. Representatives of rival types of mediums should realize that every time they knock the other, they are hurting the good name of the business upon which they depend for a living.

To-day is the day when all men have got to pull together; when constructive suggestion should take the place of unthinking criticism and when advertising should present a united front for the good of the business and for the good of every man who is making his living through its stability.

### Julius Gottsdanker Will Open Studio

Julius Gottsdanker, who for the past year has been associated with The Meininger Studios, Detroit, has made arrangements to open a studio at Detroit.

H. W. Usherwood has been made assistant to Harry S. Daniels, advertising manager of the Dort Motor Car Company, Flint, Mich.

### Branch Office Addresses in Advertisements

The Northern Hardware and Supply Company, of Menominee, Mich., has written a letter to *Hardware Age*, New York, which carries a suggestion many advertisers, particularly in business papers, may adopt with profit.

"A great many times," says the letter, "we are confronted by an advertisement in your magazine, as well as other trade journals, of a manufacturer who asks in his advertisement to write for catalogue and prices, and if you are interested, you will naturally write for further information, regarding whatever particular line you are interested in."

"For instance, you write to a manufacturer in New Britain, Conn., or Providence, R. I., or New York City, or a hundred other places in the East as the case may be. About seventy-five times out of a hundred, you get a reply within three or four days, asking you to address their branch office in Chicago, or Minneapolis, or Detroit, as the case may be, and to address all communications to them in the future. Then, in three or four days, you get a reply from the branch office referred to, stating that the factory has advised them of your inquiry, and they herewith give you their proposition, but in the future, 'please address all communications to this office in order to save time.'"

"Now the point we are driving at is this: Why, under the sun, when an advertiser advertises, does he not put in the address of his various branch offices and warehouses? It will save about a week's time in getting a reply, and it would be surprising if you were to find out how big a saving of time it would be for the person dictating letters, for stenographer's time, not to count in the cost of postage and stationery."

"There are several of the wide-awake fellows who probably realize what this means, not only to themselves, but to their many prospective customers scattered throughout this broad land, and they finish up their ad, giving the address of their various branch offices. We believe the time is ripe for all the advertisers to indicate in their ads their various branch offices and warehouses. This will apply, of course, to the middle western states, and to factories in the extreme east."

"There is a tremendous lot of advertising being done, and a tremendous lot of correspondence going on between the middle western states and the east, and you can readily appreciate the vast saving in time and money, if our views in this matter were carried out, and every advertiser, regardless of where he is located would be benefited."

### Clensol Account With Kobbé Agency

The advertising account of the Clensol Chemical Company, Salem, N. J., maker of Clensol Coconut Oil Shampoo, is now being handled by Philip Kobbé Company, Inc., New York.

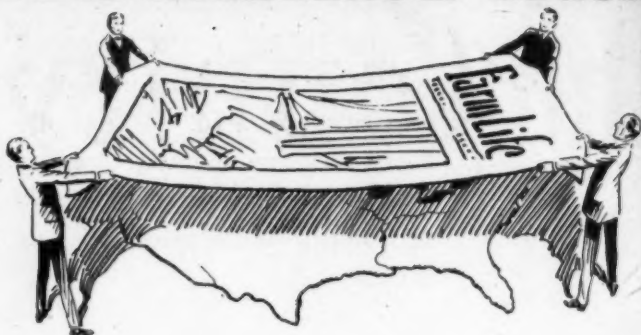
*A*UTOMOBILE PURCHASERS are necessarily "hand-picked"—scientifically sold. Practically every leading manufacturer of fine automobiles employs Town & Country as an essential Sales medium.

**D**uring 1919 Town & Country carried over 88,000 lines of automobile advertising, representative as follows:

Apperson	Haynes	Marmen	Pierce
Argonne	Hudson	Owen	Porter
Baker B. & L.	Liberty	Packard	Studebaker
Delage	Leocomobile	Peerless	Stutz
Cole	Chalmers	Paige	Templar
Danah	Mercer	Phianna	Willys
			Winton

*Town & Country*

# "A Blanket That



Many agricultural advertisers make up a national advertising campaign by piecing together a list of sectional farm papers and then adding national mediums to "blanket" the country and to get into the corners where the sectional papers do not reach.

We disagree with this method of selecting a list. We believe that the national papers provide ample coverage for the whole country, with support in occasional sections where a campaign of especial intensity is desired.

But if an advertiser buys a "blanket" it is of first importance that it should be large enough to cover the country—it should be really national.

## Middle States

Farms 36% of Total in United States  
Farm Life 32% of Total Circulation

## Western States

Farms 6% of Total in United States  
Farm Life 6% of Total Circulation



## Eastern States

Farms 12% of Total in United States  
Farm Life 17% of Total Circulation

## Southern States

Farms 46% of Total in United States  
Farm Life 45% of Total Circulation



# Really Covers the Country

And Farm Life, the All-American Farm Paper, does cover the country. The distribution of its circulation parallels almost exactly the distribution of American farms and American farm income.

When you buy Farm Life circulation you cover every agricultural state, Georgia as fully as you cover Oregon, Texas as well as Maine, and all those between.

It covers parts of the country where it is hard to get regional Farm papers that are strong and do not merely duplicate the circulation of those papers in the sections where they are strongest.

Farm Life's 450 line page brings dominant space into the range of moderate expenditure. Circulation 650,000.

THE FARM LIFE PUBLISHING COMPANY

THE JOHN M. BRANHAM COMPANY

*Advertising Representatives*

New York Chicago Detroit Atlanta St. Louis

SPENCER, IND.  
**FarmLife**





## International Advertising

**E**XTRACT from letter dated November 18, 1919, from the Publishers of the "New Zealand Herald" and the "Auckland Weekly News":

"Permit us to say, that generally speaking, the campaigns which you are conducting on behalf of American advertisers are laid out on comprehensive lines and *particularly that the make-up and copy supplied are always well suited to local conditions.*"

### J. ROLAND KAY CO. INC.

FOUNDED 1904

#### INTERNATIONAL ADVERTISING AGENTS

Conway Building, CHICAGO

18 East 41st St., NEW YORK

LONDON: (Associate House)

John Haddon & Co. (Est. 1814)

TOKYO:

J. Roland Kay (Far East) Co.

PARIS:

Jégu, Haddon & Roland Kay

SYDNEY:

J. Roland Kay Co.

Buenos Aires and Rio de Janeiro

# The Relation of the Business Press to Industry

Half of the Value of Business Papers Is to Be Found in the Advertising Pages

By M. C. Robbins

Vice-President, The Associated Business Papers, Inc.

THE great problem before the American people is the matter of production. Every industry of the land is called upon as a matter of patriotism, as a matter of common interest and welfare to increase its activities and efficiency in order to produce a greater quantity of goods, needed not only by our own people, but by the whole world. It is unnecessary for me to discuss the economic reason for this, or to go into the details of the importance of the matter so far as each industry is concerned. What I am most anxious to present to you is the opportunity and responsibility afforded the business press to help meet the present situation and bring about the desired end.

The business press has, for many years, functioned in two important ways which may be summarized in the statement that it *reflects and directs*. It requires only a hasty glance at any business paper to see that it reflects the industry, but to *direct* the industry is a far more important function and one which has come to be exercised only in recent years.

To direct means to point the way and there is no greater need in the present complex condition of business than to have someone point the way and point it right. Who, better than the business press, can exercise this function. Out of the many branches of this great problem of increased production where leadership is needed is in the relation to capital and labor.

The slackening of production in many essential industries is hurt-

ing the workers along with the general public. I believe that an appreciation of this situation has reached the minds of the workers, both skilled and unskilled, and that they are genuinely anxious to do their share in righting conditions.

There is need, however, for sympathetic co-operation between the employers, the employees and all factors entering into production. There could be no higher function for trade and industrial journals at the present time than to exert their great influence toward bringing about a better understanding between these factors, and in pointing the way to the solution of their common problems.

Aside from the human element in industry, there is need for a wider use of improved machinery, of better methods, and the business press is doing much to stimulate progress in this direction. All of this cannot be accomplished through the editorial columns; the manufacturers of improved machinery cannot escape their responsibility for advertising their products to those who ought to install them.

It is a time for concerted action all along the line to adjust, repair and improve everything which will tend to rescue American industry from its present morass of doubt and uncertainty which is contributing to shortages of necessary goods, high costs and inevitable unrest on all sides.

The fundamental requirement of all industries is raw material. America has been blessed through the providence of God with natural resources such as copper, iron, coal, oil, lumber, cotton,

An address delivered before the annual convention of the Chamber of Commerce of the United States.

grain, etc., far beyond that of any other country and far beyond the requirements of our own people. But it remains for man to cut this lumber, to mine the coal, to smelt the ore, to till and harvest the crops and conserve these raw products. This must be done at the lowest possible cost, in the quantities required, and with the least waste. It is only necessary to glance at our business papers devoted to lumber, coal, iron, textiles, etc., to observe the great service they render in the boundless information on sources of supply, methods, processes, equipment, management, prices, etc., relating to these fields.

"Knowledge is power." Education is the high road to success, but the man who receives his diploma from a technical college has but the foundation of an education. It remains for him to gain through the hard knocks of experience the practical education that will make him most useful to his fellows as a producer. The business paper is the continuous post-graduate university of the practical man of industry.

What engineer of a coal mine, superintendent of a gas plant, manager in any field, would long hold his place if he failed to keep abreast of the progress in his industry on processes, methods, equipment and production? He must be a reader of the business papers furnishing this information about his industry, and I hold that one of the most important functions of a business paper is to furnish to its industry a record of progress in the science and art of the industry no matter what branch it covers.

Your imagination will easily bring to your mind a multiplicity of developments in your own industry which have been recorded and perhaps brought to your attention for the first time through the columns of your own chosen business publication. This is what I would term reflecting the industry, but to reflect the important developments, the latest devices, the most revolutionary events, properly, means the discre-

tion of a wise and experienced editor together with a staff of men that constantly visit the factories, the mills, the offices of the industry, in order to gather the most reliable and up-to-date facts. This function of reflecting the industry comes near to being a research department for the industry as a whole.

But as I have already indicated above, it is not the editorial pages of the business press alone that render great service and perform important functions. A business paper would lose at least one-half of its value to the industry and to its subscribers individually if the advertising sections were omitted. In fact to many readers of trade and technical papers, the advertising section is of the greatest importance. I know this from a questionnaire which I sent out to a great many readers of a large publication several years ago asking this very question. In fact many of them stated that they took the paper primarily for the advertising. Never before was this advertising of so great value to the industries as at the present time. In attempting to solve this problem of production, there is great need for the most modern equipment and up-to-date labor-saving machinery that can be purchased and it is usually the fact that equipment that is not advertised in the business press reaching its own industry is not on the market.

The editorial and advertising sections of a really useful business paper are co-ordinate in their relation and each helps the other in fulfilling its mission to the readers. They may be characterized by saying that the reading section tells the reader "how" and the advertising section tells him "what with." Thus a machinery publication may give a detailed description of the processes of manufacture of an engine or transmission to an automobile. By turning to the advertising section of the same paper, the reader will find detailed description of all of the

**first half a franc:-  
then a mark:-  
now a nickel**

**A**T first it cost half a franc, and when the army of occupation took up quarters across the Rhine the men paid a mark for it. Now, demobilized they buy it just as eagerly, but they pay only a nickel.

You know what happened to the humble nickel since 1914—somebody clipped off more than half the value of it. The Stars and Stripes overlooks that fact and passes out copies of the paper for the good old coin on the newsstand just as if nothing had happened to it. The 52 issues in a year cost \$2.00 by subscription.

In the weekly list of Contents there is much for every American in picture and story—something to make him think and smile. Here is a partial list of the regular

features you find in The Stars and Stripes each week:

Hal Burrough's Doughboy Cartoons.

Phil Sawyer's Sketches from France.

A Column of Doughboy Poets.

The Mess Line Column—In Verse and Prose.

Buck's Weekly Column—"As You Were."

The Page of American Legion News.

Editorials You Would Not Miss.

The Veterans of Foreign Wars Page.

Washington News—The Nation's G. H. Q.

What's Doing in the Army Now.

The Paris Sector—A Page from France.

National and State Bonus Legislation.

Yank Yarns from Yankee Sector.

Magazine Features and Historical Lore.

News—Beaucoup, Tres Bon—News.

The ex-service men who read The Stars and Stripes are big earners and good buyers. They are the men who went from your organization and your community and are now back again in white collars and long pants. They constitute a specific market and can be reached through The Stars and Stripes.

## The Stars and Stripes

200-209 Bond Building, Washington, D. C.

ROBERT E. WARD, *Advertising Representative*

225 Fifth Avenue, New York 5 South Wabash Ave., Chicago

*Advertising Rate, 25 cents per line. Rate card and samples on request.*

*Guaranteed net paid circulation, 60,000.*

*Actual circulation every week, 80,000.*

## A NEW ERA IN JOURNALISM

## The Tulsa

Successor to THE TULSA

ONLY EVENING  
Wealthiest City Paper

\$75,000,000.00



Richard Lloyd Jones, Editor

RICHARD LLOYD JONES—for eight years editor and publisher of the MADISON STATE JOURNAL, Madison, Wisconsin, purchased TULSA'S evening newspaper, November 1, 1919. Since the advent of Mr. Jones in the Oklahoma field a new standard of journalism has been established. The substantial improvement in the quality of Tulsa's only evening newspaper has been acclaimed with keenest appreciation by the people of Oklahoma. Circulation receipts for March 1920, show an increase of \$4,687.02 as compared with November, 1919.

## TULSA IS GROWING

## As Witnessed by Building Permits

Bldg. Permits Issued 1917.....	\$8,343,207
Bldg. Permits Issued 1918.....	4,846,780
Bldg. Permits Issued 1919.....	9,478,743
Bldg. Permits 2 mos. 1920.....	2,879,350
	<hr/>
	\$25,548,080

National

## G. LOGAN PAYNE COMPANY

Marquette Building, Chicago, Ill.

Kresge Building, Detroit, Mich.

Carleton Building, St. Louis, Mo.

# JOURNALISM IN OKLAHOMA

## THE TULSA DEMOCRAT Tribune

Published Daily in the

Per Capita in the World

Deposit in Tulsa Banks

### YOU KNOW

OKLAHOMA is the greatest OIL producing state in the world. Oil production is so great it overshadows all the other wonderful records of production, any one of which any other state would boast with pride.

### YOU SHOULD KNOW

That Oklahoma has a greater value per acre than any other state in the nation in the production of WHEAT, OATS, RYE, HAY, POTATOES, PEANUTS and COTTON LINT.

The total farm products of Oklahoma for 1919 amounted to \$794,107,000.00.	
Oil production estimated at.....	\$250,000,000.00
Gas production estimated at.....	6,000,000.00
Coal production estimated at.....	19,000,000.00
Lead and Zinc production estimated at	20,000,000.00
Other Minerals estimated at.....	1,000,000.00

Mineral production .....	\$296,000,000.00	\$296,000,000.00
		\$1,090,107,000.00

### OKLAHOMA, THE GREAT BILLION DOLLAR STATE

The eighteen northeastern counties, of which TULSA is the centre, are the greatest wealth producing counties.

### TULSA

is the great jobbing, shipping and banking centre of the greatest wealth producing region of the world.

### TULSA

is the wealthiest city of its size in the world with the greatest per capita wealth. The great home paper of this rich region is the evening and Sunday daily issues of

### THE TULSA TRIBUNE

Richard Lloyd Jones, Editor

T. Floyd McPherson, Bus. Mgr.

representatives:

PAYNE, BURNS & SMITH, INC.

Fifth Ave. Bldg., New York, N. Y.

100 Boylston St., Boston, Mass.

lathes, boring mills and other machines necessary with which to manufacture the parts described.

In almost any industry, increased production means a constant changing of equipment and a bringing in of new processes and machinery; and the function of the advertising pages is to keep constantly before its industry, the newest and best that will contribute to the improvement of the industry and also information as to just how and where this can be purchased.

The business press is truly in partnership with industry. What makes for the best progress in industry makes for success in the business press. It reflects and directs the thought of the leading men of the industry. It presents a record of progress, science and developments in its field, but its greatest and most useful function lies in indicating the wise policies for the future development of the industry and the solution of its present problems.

### St. Louis to Advertise for Sixteen Specific Industries

UNDER the revised plans of the business interests behind the advertising of the city of St. Louis, the campaign is scheduled to begin next month, with copy appearing in newspapers, magazines and business papers. The advertising is unusual, as compared with most campaigns of municipalities, in that it has the definite purpose of attracting to the city sixteen particular lines of industry. These industries are much needed to manufacture goods not now made in St. Louis.

The advertisements, copy for which is prepared and placed by the John Ring, Jr., Advertising Company, working in conjunction with a committee representing the city and business interests, will appear during seven months of the present year. They will be directed toward the executive

heads and financial interests back of these various industries that are needed to round out St. Louis as a well-balanced industrial centre.

It was told in the issue of *PRINTERS' INK* of February 5 how the fund for advertising the city was raised by an appropriation by the Chamber of Commerce and subscriptions by business men. The latter have also contributed a supplemental fund to pay the expenses of a new industries and market bureau and necessary work incidental to the campaign. The Bureau has been established to give specific details concerning the industries sought to all inquiries resulting from the advertising.

The sixteen lines of industry St. Louis invites are: Shoe laces and findings, cotton spinning and textile mills, dyestuffs, steel and copper wire, machine tools and tool machinery, automobile accessories and parts, drop forge plants, tanneries and leather goods, screw machine products, locomotive works, blast furnaces, cork products, small hardware, malleable iron castings, farm implements, and rubber products.

Specific and voluminous information has been obtained concerning the established local market for the products of the sixteen industries, the amount of such goods purchased annually in St. Louis, aggregate sales of such products in St. Louis' trade territory, and the distribution facilities for reaching the markets.

Business men of the city have declared that where a profitable market exists in St. Louis and its immediate trade territory for any line of products, factories ought to be brought to the city to manufacture them.

### Georgia Timber Lands Use Display Ads

A public auction of 140,000 acres of timber land in Georgia is being advertised in New York newspapers. Display advertisements having a border of line drawings of huge trees are used. Two inserts suggest that the land which is to be sold, when cleared, can be used for cattle raising and farming.



# Let Hendricks' Register be your guide



**T**HE road to Success Town is marked by sign posts which guide your selling efforts by the most direct route to prospective purchasers.

Executives who buy or recommend have accepted "Hendricks' Commercial Register of the United States" as the most complete and reliable register of sources of supply in the Electrical, Mechanical, Constructional and Chemical Industries.

It contains lists of manufacturers, wholesale dealers and consumers classified by products, alphabetically arranged in a separate section and Trade names and brands in another, and is compiled without reference to advertising patronage.

Your story in Hendricks' Register is told to a selected group of known prospects who consult it for the very information you have to give. Our advertisers use it in their purchasing departments and therefore know its value.

Specimen pages sent on request.

*Applicant for Membership in A. B. C.*

## Hendricks' Commercial Register of the United States

HENRY H. BURDICK, PUBLISHER

2 WEST 13TH STREET, NEW YORK, N. Y.

SAN FRANCISCO  
1202 HEARST BUILDING

CHICAGO  
508 So. DEARBORN STREET

TORONTO  
219 DUNDAS AVENUE

---

# WHEN does the farmer

**Changing conditions  
on the farm have exploded  
the old Summer Slump Theory!**

Popular fallacies about the farm persist like a superstition.

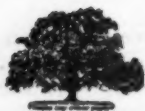
One of them—a particular hobby of advertising men—is that farmers are too busy to buy in the summer. They still think that it is on long winter evenings that the farmer pulls his chair up to the lamp, devours the advertisements in his farm paper, and decides to buy.

## **Here's What An Investigation Showed**

*The Farm Journal* determined to get the facts in black and white. It went to hundreds of merchants in small towns from 3,000 to 10,000 population. It checked their answers by bank deposit records furnished by local bankers.

*"When does the farmer buy?"* we asked.

*"When he's working in the field during the summer,"* they answered. *"When roads are good and he gets to*



# The Farm Journal

Over 1,050,000 a month

*"The Paper They Farm By"*

15 E. 40th Street  
NEW YORK CITY

Washington Square  
PHILADELPHIA

---

# ? spend his money?

town." "When he knows for sure that his crops will be good." "When harvest hands double his family."

## Read These Figures from Rural Merchants

Here is the average percentage of sales by months of hundreds of merchants in every line of business:

January, 6.2%; February, 6.1%; March, 7.2%; April, 8.0%; May, 8.6%; June, 8.6%; July, 8.7%; August, 8.7%; September, 8.7%; October, 9.5%; November, 9.3%; December, 10.4%.

June, July and August were proved conclusively to be three of the biggest buying months in the year. Sales averaged 22% higher than in December, January and February, which many thought were heaviest buying months.

If you believe in striking while the iron is hot, selling a man when he has money to buy, advertise to the farmer in JUNE, JULY and AUGUST.



The Farm Journal will gladly submit detailed figures of this investigation.

# The Farm Journal

Over 1,050,000 a month

"The Paper They Farm By"

Peoples Gas Bldg.  
CHICAGO, ILL.

Crocker Bldg.  
SAN FRANCISCO, CAL.

# Army Promises Nothing It Can't Perform in New Campaign

New Advertising, to Start Next Week, Will Aim to Create Waiting List for the Ranks—Testimonials Will Be Used

THE army has entered upon another advertising campaign. The decision to undertake another national campaign is based upon the results obtained in a recruiting effort covering a period of three months, which ended on April 19. That campaign was regarded by army authorities as a

value of the cumulative effect of the advertising and the moral support it gave to those engaged in recruiting service, Major S. A. Greenwell, of the Army Recruiting Publicity Bureau, believes the case for army advertising is settled by these figures.

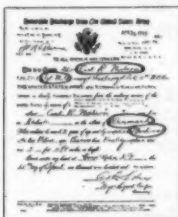
The campaign which brought these results was confined to the smaller cities. Only those cities in which recruiting sub-stations were maintained were included in the programme.

The new campaign, which starts on May 3, will involve an expenditure of \$85,000 in newspapers of cities in which there are main recruiting stations. Cities that are the capitals of States and yet are not main stations will be included.

The management of the new campaign is in the hands of the executive and plans committee of the Advertising Agencies Corporation, and James O'Shaughnessy, manager of that organization; T. G. Sterrett, representative of the Advertising Agencies Corporation, who actively directed the last campaign, will direct the new one, together with Major S. A. Greenwell, of the Army Recruiting Publicity Service.

Concerning the plan of the present campaign, Mr. Sterrett has informed PRINTERS' INK that the old scheme of injecting the bankrupt or fire-sale idea in copy has been abandoned by the Army.

"No. promises are to be held



## TO-DAY—

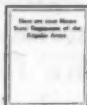
Sergeant  
Expert rifleman  
Trained mechanic  
Has learned to read and write  
English  
In perfect physical condition  
Has saved \$250

## What the Army did for this man -

BORN abroad, unable to read or write English, a day laborer, unfitted for a good job. Carl Winton joined the United States Army. A few months ago he received an honorable discharge. In one year he rose from private to corporal, then to sergeant. He has learned English. He has become a trained mechanic, a valuable American citizen.

Ask if there's a vacancy for you in our new, Democratic, peace-time Army.

Lead a good healthy life. Earn a credit or get a "standing." Get machine training. Be with men from your own States.



U. S. ARMY RECRUITING STATION

## UNITED STATES ARMY

USING AN ARMY DISCHARGE TO INDICATE ADVANCEMENT IN CIVIL EMPLOYMENT DUE TO ARMY TRAINING

test of the value of advertising for recruiting purposes.

An analysis shows that some 5,000 recruits were obtained who report that advertising brought them in. The average cost for each recruit obtained by advertising was about \$25, while the average expense of obtaining a recruit when advertising is not employed has, of late years, been about \$100. Without considering the

forth to the recruit that cannot be kept," said Major Greenwell, in charge of recruiting publicity.

"We are selling the services of an institution of the United States, and we now intend to use institutional advertising. For the first time in the Army's advertising career, we are going to use testimonials in our copy. We not only intend to fill the ranks with advertising, but also to create a waiting list."

The copy which is now being released bears out Major Greenwell's assertion. Only four pieces of copy, each occupying about a quarter of a page, will be used.

A brief sketch of one piece of copy, headed "The Story of Four Men," is indicative of the copy which will be used.

This advertisement shows two pictures, one a view of a group of four men in civilian clothes on the first day they had joined the Army; the other shows these same four men one month later. The advertisement says: "Look at them—first as they were on the day they joined the Army, then after one month of training. The story tells itself in the way they stand. Getting on in the world depends a good deal on the health and energy you've got, on how hard you can hit the line. Thousands of men right now are getting themselves in physical condition to do real things in life, by training in the new democratic, peace-time Army. Ask if there's a vacancy."

Every piece of copy confines itself to the following inducements: Lead a good, healthy life. Learn a trade or get a schooling. Get military training. Be with men from your own home State.

Below the words, "Be with men from your own home State," the recruit finds the names and headquarters of the regiments of the regular Army that are allotted to his own home State.

"This campaign," Major Greenwell said, "is our first step in a plan to make every soldier a satisfied customer; for we know that a satisfied soldier who has seen every promise which we have made fulfilled is our best advertisement."

## Sunlite Company Account With Campbell-Ewald

The advertising account of the Sunlite Company, maker of automobile accessories, Dallas, Tex., is now being handled by the Chicago office of the Campbell-Ewald Co., Detroit. A national campaign is being planned for two of this company's products, "Sunlite" lens, and "Sunlite" retreading kettle.

The Sunlite Company has recently made F. S. Laubach sales manager. Mr. Laubach has been with the F. W. Woolworth Company, in charge of some of its stores, during the last ten years.

## D. H. Colcord, Advertising Manager of Square D Co.

D. H. Colcord has been appointed advertising manager of the Square D Company, manufacturer of safety switches, Detroit. Prior to this change he served in the capacity of director of research engineering. Mr. Colcord came to the Square D Company from the publicity department of the Westinghouse Air Brake Company.

L. W. Strong, formerly of the publicity department of the Westinghouse Air Brake Company, succeeds Mr. Colcord as director of research engineering.

## "American Fruit Grower" Changes

H. R. Mankin has been made Eastern advertising manager, at New York, of *American Fruit Grower*, Chicago. Other additions to the advertising staff of this publication are: O. J. Hamilton, advertising manager for Michigan, Ohio and West Virginia; A. Lea Morrison, advertising manager for Wisconsin, Minnesota, Iowa, Missouri, Kansas and Nebraska; J. F. Jenkins, advertising manager for Illinois, Indiana, Kentucky and Tennessee; and M. V. Angel, advertising department, Chicago.

## Bon Ton Corsets, Though Over- sold, Still Advertised

The Royal Worcester Corset Company, Worcester, Mass., recently undertook a national advertising campaign in newspapers for Bon Ton corsets, despite the fact that it was oversold on that product.

"We decided to launch this big campaign in the newspapers," said W. P. Frye, advertising manager of the company, "throughout the country because we felt it absolutely necessary to keep the Bon Ton trade-mark before the public in America."

The Fenton Kelsey Company, Chicago advertising agency, has secured the advertising account of the Central Commercial Company of that city, which handles the Seseco brands of chemical products.

## Mallory, Mitchell & Faust

(Incorporated 1904)

announce the change of  
their corporate name,  
effective May first, to

## Mitchell-Faust Advertising Co.

and their removal from  
the Security Building  
to new and larger quar-  
ters in the

TRIBUNE BUILDING  
7 South Dearborn Street  
CHICAGO

THIS involves no change, in any way, in the ownership and management of the business, or in the policy on which it has been developed. ERNEST I. MITCHELL, as President, PAUL E. FAUST, as Secretary and Treasurer, and C. HUGO LEVIN, STANLEY G. SWANBERG and HARRY H. GOULD, as Vice-presidents, will continue in active direction of the organization, with the same efficient staff, strengthened by the recent addition of several men of broad experience.

In reflecting on reasons for our growth, we sense a deep gratitude to all our customers and to friends in the publishing field. Many of them have been our close business associates since the establishment of this organization sixteen years ago.

**Mitchell-Faust  
Advertising Co.**



# Advertising Terms Difficult to Define Exactly

What Is a Broadside?—Difference Between Jobber and Wholesaler

PACIFIC RAILWAYS ADVERTISING  
COMPANY  
SAN FRANCISCO, CAL.

Editor of *PRINTERS' INK*:

Has any effort ever been made to standardize advertising nomenclature? For instance, can you tell me exactly what a "broadside" is?

In this same connection is there any definite distinction made between the terms "jobber" and "wholesaler"? In the grocery trade they seem to be interchangeable.

Any information that you can give me along this line would be much appreciated.

S. T. FARQUHAR  
Manager of Publicity.

**W**HERE a business is growing and expanding and pushing out into new channels of service as rapidly as advertising is, it would be difficult to standardize its nomenclature. To possess terms capable of exact definition, a business would have to be static or reduced to a basis of an exact science. For this reason, the terms used in nearly every business are subject to variable definitions.

As a matter of fact there is a steady evolution going on in the meaning of many words. Some words in the English language to-day mean the exact opposite of what they did a few centuries ago. Words in wide use are frequently invested with newer and broader meanings. Slang phrases and colloquialisms are worming their way into polite speech. Hence, the impracticability of looking for exact definitions in business terminology.

The word "broadside" is a good example of the elasticity in the meaning of advertising terms. Originally "broadside," as used in the printing sense, was a large sheet of paper with printing of some kind on one side of it. Later the term was used to denote the sheet of directions, which was sent to newspapers telling them in what order to run the advertisements which had been laid out for a certain advertising

campaign. These "broadside" usually contained proofs of the ads.

From this the meaning of the word changed until it embraced any large announcement that permitted bigger type displays and illustrations than could be presented in a booklet or catalogue. While the term still retains its past meanings the usual application of it to-day is to describe the announcements, which are sent to the trade by advertisers explaining their current advertising plans. It seems to be the rule nowadays to make these broadsides as large and as pretentious as possible, with the idea that their very size will impress recipients with the importance of the announcement. The paper situation, however, is causing many advertisers to pause in the use of too elaborate a printed volley of this character. They feel that they can get their message to distributors just as effectively, even though it is a little more modest in its proportions. Business paper advertisements, telling the trade about the consumer campaign, is also being used quite extensively as a substitute for the imposing broadside.

"WHOLESALE" IS A "JOBBER"

As to the distinction between the terms "jobber" and "wholesaler," these words are now practically interchangeable. Originally a jobber was a fellow who got hold of odd lots of merchandise, or "jobs," at advantageous prices, and sold these to whom he could, whether retailer or wholesaler or large consumer. In many cases, the jobber then had no regular market and neither did he have an established source of supply. He picked up jobs wherever he found them and disposed of them to any available buyer. Then, as now, the wholesaler is one who

usually buys in quantities from the manufacturer or commission merchant or importer and sells these goods, without making alteration in them, to retailers. If he changes the form of the merchandise in any way, to that extent he is a manufacturer.

The old-time jobber in most trades no longer exists. When people now use the word "jobber" they generally mean "wholesaler." In fact the former word, because of its brevity, is commonly preferred.—[Ed. PRINTERS' INK.]

### Lumber Wholesalers Form Association

THE American Lumber Association, composed of leading wholesalers of the United States, has been organized to standardize the buying and distribution of their product, to inaugurate and enforce a code of business ethics, to systematize distribution so no part of the market will be seeking supplies vainly while other parts are glutted, and to devise means of eliminating the enormous wastage of the lumber business.

L. R. Putman, who has been director of advertising and trade extension for the Southern Pine Association, has been appointed manager of the new association, with headquarters in Chicago.

"The wholesalers who are members of the association," said Mr. Putman, "support it by an assessment based on the number of thousand feet of lumber they handle annually.

"The first year's business of the members of the new association will include the handling of a lumber output valued in excess of \$500,000,000. The organization

this year is scheduled to represent in the wholesale market more than half of the lumber sold by wholesalers in the United States. More than 75 per cent of the United States' lumber output is handled by wholesalers.

"A marked reduction in the cost

of handling America's lumber, which is the greatest supply in the world to-day, is one of the plans of the American Lumber Association. Its officials have compiled figures on a nation-wide survey that show the annual cost to lumber manufacturers to market their product to be in excess of \$50,000,000.

"There are more than 40,000 sawmills operating in the United States. The added cost to each of these mills to maintain its own selling organization, having its representative in the field, swells enormously the cost of handling the yearly lumber cut.

"With the creation of a central sales force by the association the bulk of this huge annual expense is lopped from America's lumber business, and its efficiency is tremendously increased. And with the central offices in Chicago acting as a lumber clearing-house for America's leading wholesalers, a close touch with the world's demands is maintained, enabling the association to allocate the nation's lumber supply to meet the market's demands, at a minimum expense."

The association will work for the conservation of America's lumber resources. Under the present lumbering system, only 37 per cent of the tree is marketed. The remaining 63 per cent rots in the forests as stumps, limbs and tops. A series of scientific investigations is to be launched for the utilization of this disproportionate lost material. Close co-operation is to be practiced with the United States Government, and the association will seek the full use of the Forest Products Laboratory at Madison, Wis., as well as the Bureau of Testing Materials at Washington.

### G. A. Stracke With Standard Motor Truck

George A. Stracke has taken charge of the advertising department of the Standard Motor Truck Company, Detroit. Mr. Stracke was formerly with the Campbell-Ewald Co., Detroit, and recently has conducted a retail agency in Saginaw.

The Tenth Annual Anniversary  
of  
Associated Farm  
Papers

was duly observed at the Chicago office  
April 22nd and 23rd, 1920

It is desired, at this time, to express our  
appreciation and thanks to

Advertisers and  
Advertising Agents

for the consideration and patronage which  
has made this ten year period, one of progress  
and success for our members.

The ambition and determination is for  
greater development in every respect, so  
perfecting and increasing the service of this  
Association, that your consideration and  
patronage will be continued and merited in  
future years.

Associated Farm Papers

NEW YORK  
Fifth Avenue Building

CHICAGO  
Steger Building



## Associated Farm Papers

National Stockman & Farmer

Indiana Farmer's Guide

The California Cultivator

Texas Farm & Ranch

The Nebraska Farmer

The Utah Farmer

The Idaho Farmer

The Oregon Farmer

The Washington Farmer

Colorado Field and Farm

The Montana Farmer

Michigan Business Farming

# A Bank Strengthens Friendship by Advertising

And Thereby Nearly Doubles Deposits in One Year

By Ralph P. Anderson

Advertising Manager, Sacramento Bank, Sacramento, Cal.

IT may be true that certain principles apply to every kind of advertising. But would it not be equally true that every class of advertising has its own problems? The bank advertising man is confronted by problems, many of them vastly different from those which confront the advertiser of food, furniture or what-not.

Bank advertising should bring new business for the bank. It should make stronger friends of old depositors. It should boost the town the bank does business in. It should be readable and interesting—a bank has not the concrete articles and prices to advertise that a merchant has. It should have a certain amount of dignity—smile at that if you wish, but dignity is a valuable asset to a bank. It should have human qualities in order to offset the influence of imposing buildings and caged windows.

Perhaps it would be very nearly impossible to prepare advertising that would fulfil to perfect satisfaction all of these requirements. But, to judge from the results and the comment it has received, the advertising of The Fort Sutter National Bank (one of the branches of the Sacramento Bank) is a big step forward toward bank advertising that will accomplish all that it should.

Instead of advertising the bank, we advertise our customers. This idea is not original with us, of course. Manufacturers have long been telling prospective customers about the customers they now serve. Advertising agencies tell of the clients now on their lists.

In preparing these advertisements, we act virtually as though we were the customer's advertising agency—except that we put our name at the bottom and foot the bill. Suppose, for instance,

that we select a tractor company as our next client to be advertised. I go to the company's office and explain the purpose of my call. Then, for a few hours or a few days, I get facts about that business. I hunt up interesting statistics, unusual facts, and try to get something of the spirit of the business. Perhaps a few photographs are taken. And then, in space three columns by ten inches, we tell about this business, stressing the human interest, telling the story behind it. The last ten or twenty words connect up the bank with the customer advertised, telling how we have helped him, or perhaps quoting a remark made about the bank by some member of the firm in question.

Many people of the city did not know that two of the largest rice mills in America were in Sacramento—until we told them. Many others had been sending to firms several hundred miles away for machine shop work, until we told them that Sacramento had a shop that was generally acknowledged to be one of the best on the Pacific Coast.

This advertising has brought many new accounts, from personal accounts amounting to a few dollars to the accounts of big firms amounting to many thousands of dollars. In less than six months it has nearly doubled deposits.

## WAKING UP SLOW DEPOSITORS

What is it that, next to getting new depositors, worries bank men most? Making worth-while, regular depositors out of those small accounts that are added to but once in a great while. The hit-or-miss style of depositor usually has an account that is an actual loss to the bank.

To make regular depositors out of the once-in-a-while kind, we have introduced what is called the Monthly Dispatch Card plan. The depositor signs a card agreeing to deposit a certain amount each month. If he doesn't make that deposit promptly we send him a bill. We write letters that would make a collection agency jealous. But we don't have to dun a depositor very often. The depositor comes to think of the savings bill as being of as much or more importance than his other bills. Instead of depositing whatever may be left after he has paid for everything else, he plans on paying for the savings account bill and does it. This plan has not only brought new depositors, but it has been adopted by many of the oldest depositors. One man, who for years has saved five or ten dollars every two or three months, signed a card agreeing to deposit forty dollars a month—and he has not missed a single payment. People living in distant States are depositing under this plan, sending their money by mail. The depositor may stop, of course, at any time.

If you tell a man to save, he doesn't pay much attention. But if you commence to tell him in plain words how he can save—well, that's a different story. So in our advertising we attempt to teach methods of thrift rather than the necessity for it. We prepared a folder describing how to make a budget and how to keep household accounts, and sent it to those who asked for it in reply to our newspaper advertisements and direct mail matter describing it. The replies from a circular describing the folder averaged 10 per cent, the average being higher from country than from city names.

In the Sacramento Bank newspaper advertisements have been run a number of stories about old depositors, telling anecdotes about their experiences and how their savings accounts with us have helped them. One was about an old pioneer who had crossed the plains with an emigrant party. Another was about a negro boot-

black who had blacked the boots of many famous men, including General Grant.

For many years the bank has sent Baby Books to the parents of new-born babies. These books, which contain twenty-eight pages, are illustrated in colors, and have spaces for the baby's weight at various times, spaces for the baby's picture, space for the date he first walked, and so on. These make no mention of the bank except in the copyright notice and the president's card which is enclosed. These books cost a little over seventy cents each.

The bank has about 10,000 depositors doing their banking by mail. Banking by mail is a natural development of the popularity of other mail-order enterprises. These depositors were all obtained through advertising—both in country newspapers and through the mails.

### What Is "Sunkist" Worth?

At a recent Board meeting, when the use of the name "Sunkist" in connection with the new orange by-products company was under discussion, the Exchange advertising manager was asked to state his opinion as to the value of the Sunkist brand name. He conservatively estimated a value of one million dollars. President Story jumped to his feet and declared that ten million dollars would appeal to him as being more nearly the correct valuation of "Sunkist."

Unquestionably it is the most valuable asset of the Exchange in a commercial sense although its cash value must also necessarily be determined by answering the question, "What could we get for it if the business could be sold?"—The Sunkist Courier.

### Saving the Holes

Commissioner C. B. Connelly, of the Department of Labor and Forestry, Pennsylvania, says the United States Bureau of Engraving and Printing is actually saving the "holes" resulting from perforating postage stamps. Four barrels of these tiny disks are collected every day and sold to pulp mills.

### Birmingham "News" Buys "Ledger"

The Birmingham, Ala., *Ledger*, has been purchased by the *News* of that city and publication discontinued. The *News* is now the only afternoon paper in Birmingham.

# The United States Court

St. Louis Daily Globe-Democrat,

FEBRUARY 29, 1920

## 'NUXATED IRON' LABEL SUSTAINED IN COURT

St. Louis Co., Selling 'Nux and Iron,' to Make Accounting to Detroit Firm.

United States District Judge Faris yesterday awarded a decree to the Dae Health Laboratories, Inc., of Detroit, sustaining the validity of their trademark, "Nuxated Iron."

This company brought an action against the Senoret Chemical Company of St. Louis to restrain them from selling a product under the name of "Nux and Iron." It was alleged that the name of this product was displayed so as to resemble the "Nuxated Iron" label.

In addition to sustaining the contention of the Detroit company that the local product was marketed under a label that constituted an infringement, the court directed that the Senoret Company should make an accounting of profits obtained by reason of this infringement.

Attorney Alfred C. Wilson of St. Louis was appointed by the court to ascertain the profits gained by the Senoret Company and to make recommendation to the court as to the amount that the rightful owners of the name, "Nuxated Iron," are entitled to recover.

The complainants were represented by Ripey & Kingsland of this city, and the decision is of wide interest to druggists throughout the country, as the product has had the benefit of a nation-wide advertising campaign.

☐ We intend to protect consumers and jobbers and drug stores handling NUXATED IRON by prosecuting any imitation of our goods or infringement of the name "Nuxated Iron" or of our labels.



# Courts Upholds "Nuxated Iron"

ocrat,

Decision handed down against makers of counterfeit product arouses wide interest among druggists and millions who take genuine Nuxated Iron, which is so widely advertised for red blood, strength and endurance. Newspaper account of case shown here for benefit of "Printers' Ink" readers.

"sustaining the validity of their trade mark." Also the Dae Health Laboratories' exclusive right to use the words "Nuxated Iron" as a trade-mark.

"to restrain them from selling a product under the name of 'Nux and Iron.'" The Court ordered a perpetual injunction.


"the amount that the rightful owners are entitled to receive." This to include both profits obtained by defendant and damages suffered by Nuxated Iron.

"of wide interest to druggists."

This  
Is The  
Genuine  
Nuxated  
Iron  
Package  
Which The  
Defendant  
Imitated

How you can  
tell the Genuine  
Nux-  
ated Iron



1. Each genuine Nuxated Iron tablet is stamped as follows: 
2. On the shoulder of each bottle containing Nuxated Iron the words NUXATED IRON are stamped in the glass.
3. Nuxated Iron is never sold at less than the regular list price and is never given in exchange for advertising or other services.

Should you be offered so-called Nuxated Iron at less than the regular list price, please wire us at our expense and we will advise you what steps to take.

**DAE HEALTH LABORATORIES**  
103 Congress Street, E., Detroit, Mich.

drug  
any  
ame

We announce the appointment of  
**C. FREDERICK CARRINGTON**

as

Western Advertising Manager  
with headquarters at  
Chicago office  
617 Stock Exchange Building

•

Associated with Mr. Carrington  
will be

**GEORGE L. ALPERS**  
who has been on Metropolitan's  
staff for five years

THE METROPOLITAN PUBLICATIONS, INC.  
432 Fourth Avenue  
New York, N. Y.

# Watching the Federal Trade Commission Wheels Go Round

How the Organization Functions in Discouraging Unfair Business Practices

By C. H. Claudy

THE vice-president in charge of sales sent for his sales manager and in a truly vice-presidential but nevertheless firm manner inquired as to why the Gordon-Jones people had swiped the \$18,000 Miller, West & Company order from under their very noses, and what was the matter with Wilson, Wilton & Wiles that they were not more alive to their opportunities?

The sales manager for Wilson, Wilton & Wiles had been expecting such a call and was armed, loaded, cocked and primed.

"Gordon-Jones have a slush fund. We haven't. Miller, West & Company have a couple of young chaps in the purchasing department who have tastes more expensive than their salaries warrant. I don't *know* a thing but I heard that Humphrey, of Gordon-Jones, gave 'em a fine dinner at the Astor, took 'em to a show, found a clandestine bottle for 'em somewhere and I suspect there were other emoluments and perquisites which somehow found their way to the purchasing department of Miller, West & Company. You give me a slush fund and I'll bribe with the rest of them. Stay honest and we'll lose orders."

The vice-president bit a perfectly good cigar in two, said a few asterisks under his breath, then several out loud and punched an inoffending call bell hard enough to break it.

To the resulting stenographer he dictated a sulphurous letter which set forth the head, front, middle and rear of the offending practices of Gordon-Jones & Company, and how outraged W. W. & W. were at having to do business within the same field, and wasn't there a legal remedy for that sort of thing and should he

come on to Washington and what the Sam Hill was Uncle Sam going to do about it, yours very sincerely, Vice-President in Charge of Sales.

Three or four days later (W. W. and W. are located in New York and Uncle Sam lives 250 miles south, so we mustn't expect too much of the mails) the vice-president's letter was received at the Federal Trade Commission offices. Immediately it became food for a smoothly functioning machine which works with the same precision as a court of law, usually more swiftly, and oftentimes from a more human and common-sense viewpoint, but always with the same regard for equity.

The letter was a possible foundation for a complaint. It was docketed, given a file number and a preliminary investigation was made to determine two facts: (1) whether or not there was enough evidence to substantiate the practice or practices of which a complaint had been made, and (2) whether it would be for the public interest for the Federal Trade Commission to proceed.

As a general rule, if the first question is answered in the affirmative, the second is also so answered, but there may be cases where the complaint is so fantastic and the thing complained of so innocuous, that even with evidence to support it, the public interest does not demand further action.

## THE COMMISSION'S UNBIASED RULINGS

It is necessary here to digress for a moment from the story of what happened to the sulphurous letter of the said vice-president and the smoothly running machine which sits and turns over

## Keeping Up With The Times

### A FACT A WEEK

What does it mean to the advertiser that Washington is the National City?

It means that he gets in Washington a national audience—members of Congress, their families and attaches from all parts of the country, tourists that come in thousands each day to the Capital.

In Washington the advertiser talks not only to the people of a metropolitan city, but also to the preferred representatives of every State in the Union, representatives who are most influential in the daily life and habits of their home communities.

Advertising space in The Washington Times does double duty—local and national.

**The Washington Times,**  
WASHINGTON, D. C.

and does all sorts of queer things to business which indulges in queer methods, and tell the reader that the Federal Trade Commission consists of five Commissioners, appointed by the President and confirmed by the Senate, each Commissioner to serve seven years. The first five Commissioners were appointed for three, four, five, six and seven-year terms, respectively, so that one Commissioner retires and one new one comes into office each year. It is further provided in the law that not more than three of the five Commissioners may be of the same political faith. In other words, the Federal Trade Commission is necessarily a non-partisan and non-political institution which has nothing either to gain or lose through political influence, as more than one business concern which has had its fingers caught in the cogs of the machine has found out. Calling upon a Senator to come and stop the wheels has never produced anything in the way of results.

Well, these five gentlemen have the somewhat peculiar functions of being prosecutor, judge, jury and executioner. But in order that their several functions may not interfere with one another, they have arranged for themselves some internal mechanisms which keep them from treading on each other's heels. The first of these little machines is the preliminary investigation which is for the sole purpose of assuring the Commission that the case is worth while going into. This first investigation may be cursory or elaborate, as the case warrants. In this particular case it consisted, undoubtedly, in ascertaining that the vice-president in charge of sales had some evidence that Gordon-Jones were engaging in the practice of commercial bribery.

Should this preliminary investigation have resulted in finding no evidence, the complaint would have been dismissed. Such a dismissal, however, would be without prejudice to a new application at any time real evidence was forthcoming.

# RICHARDS

JOSEPH RICHARDS CO.

INCORPORATED

Est. 1874

*Advertising*

NINE EAST FORTIETH ST. ~ NEW YORK

## *The Largest Advertising Campaign in America*

Considering the short time in which its appearance is concentrated—the month of April—the advertising campaign of the

### *Interchurch World Movement*

is probably the largest paid-for campaign ever placed in this country.

In addition to using limited magazine, poster and religious press advertising, practically every newspaper published north of an extended Mason and Dixon line will carry this advertising.

The Interchurch advertising was prepared and placed by this agency jointly with Barton, Durstine & Osborn, Inc., New York.

**"Facts First—  
then Advertising"**



**HOWARD L. SPOHN**

FORMERLY OF

**Motor Age, Motor World, Automotive Industries  
and Commercial Vehicle**

AND

**FRANK A. KAPP**

FORMERLY OF

**Motor Life, The Automobile Trade Directory and  
the Automobile Blue Books**

ARE NOW ASSOCIATED WITH THE

**CHARLES H. FULLER COMPANY  
CHICAGO**

**BUFFALO**

**TOLEDO**

**LONDON**

Here, however, there was plenty of evidence; the Federal Trade Commission immediately proceeded to put a trained investigator or two on the job to get all the evidence. These men were sent to Gordon-Jones, to Wilson, Wilton & Wiles, to Miller, West & Company, and to others who might know something. It was useless to try to conceal things from these investigators, because they came with Uncle Sam's authority behind them, and on the principle that an innocent man has nothing to conceal, few firms even attempt to deny them answers to questions, or sight of books.

PRELIMINARY INVESTIGATION IS MOST THOROUGH

The investigators collected all the evidence they could or needed. This evidence was digested, and then placed in the hands of a Board of Review—a body of three, two lawyers and a layman. This board had not interviewed anyone connected with the case and had heard from neither the complainant nor the party complained of. Its business is to consider the facts as developed by the evidence; the law, as promulgated by Congress and the practice as put into being by the Commission. When the Board had finished with the complaint of W. W. & W.'s vice-president, as substantiated by the evidence collected by the investigators, it made a report to the Commissioner to whom the case had been assigned (these assignments are made to each Commissioner in turn). In this case the recommendation was that a formal complaint be issued. If, on a careful consideration of the evidence they had found that the matter was unimportant or not sufficiently substantiated, they would have recommended that the application for complaint be dismissed.

Then the complete record, including the report of the Board of Review, went to the Commissioner in charge. He considered it and formed his opinion—perhaps he sent for the Board and discussed the case with them.



**T**HERE'S considerable talk, these days, about mediums. Seems as though almost everybody is taking in ouija-boarders—or at least offering sir-oliver-lodgings to a spirit or two.

But it's all old stuff to Judge. Judge has been a medium since 1881—the happy medium. 39 years in the ring and never rapped a table in order to invoke the spirit of fun! Just uses natural methods.

And, say—speaking of the departed and all that—have you ever realized that every single old copy of Judge lives for months after it's dead! Gets absolutely dog-eared by the time nine people have read it. Think of it—nine readers to each subscriber, actually checked. And the net guaranteed circulation is 175,000.

175,000 guaranteed  
Print order over 250,000

**Judge**  
The  
**Happy Medium**



## Gas Engine Distribution

### as affected by Mail Order Competition

This Survey among Gas Engine Dealers will interest everyone confronted with Farm Equipment Mail Order Competition problems.

What per cent is a fair profit for Dealers?

Do Dealers sell more engines than mail-order houses?

Which Mail-Order houses are the Dealers' strongest competitors?

Do Dealers knowingly handle mail-order engines?

What methods are employed to combat mail-order competition?

These are only a few of the hundreds of problems continually solved for present and prospective advertisers by FARM MACHINERY - FARM POWER.

The benefit of our 34 years of close "shoulder to shoulder" experience with Tractor and Farm Equipment Dealers and Manufacturers is yours for the asking.

### FARM MACHINERY- FARM POWER

Charter Member  
Associated Business Papers, Inc.

ST. LOUIS, MO.

"Headquarters for Tractor and  
Farm Equipment Facts"

When the Commission was satisfied that the matter was in shape for further progress, he brought the matter before the whole Commission which had to decide by a majority vote that a complaint should be issued.

Gordon, Jones & Company, upon being made the subject of a Federal Trade Commission complaint, went up in the air and hung around in the clouds spouting asterisks, compared to which those of the vice-president in charge of sales were invisible fly specks. It was an outrage! The Government was interfering with private business! The things they had done had *always* been done! What was wrong in giving a dinner to a couple of men? Hadn't they a *right* to give dinner or presents, if they wanted to? Was this a free country or was it not? Didn't the Federal Trade Commission know that they were greatly damaged in reputation, pocketbook and pride by being compelled to come and argue their case before it? The Federal Trade Commission would see right away, *too sweet*, that it couldn't interfere with them that way. Letters were written. Telegrams were sent. Senators and Representatives were told, implored, commanded to go and wipe up the earth with the Federal Trade Commission and tell 'em where they got off.

But at the end of the allowed forty days in which Gordon-Jones & Company were to prepare their answer, they had prepared it. Senators and Representatives and other influential men reported, sadly or gladly as the case might be, that the Federal Trade Commission, being non-political and non-partisan, and being backed by the Department of Justice, was not reachable by any *sub-rosa* methods. One Senator even so far forgot his political fences as to write: "If you haven't done anything you shouldn't do, you'll come out top-dog. In the Commission, as in court, any man is innocent until proven guilty. If you're doing something against the law, its time someone stopped you."

# RESULTS

**BOSTON'S  
SUPER  
SALESMAN**

*Lacharnay Carburetor*  
No. 23338 Franklin Avenue  
New York, N.Y.

March 23rd, 1920

Advertising Director

Mr. E. W. Preston  
Boston Herald.  
Boston, Mass.  
Dear Sir:-

You will no doubt be pleased to learn of the wonderful results which we received from the advertising in your paper of last week, which first appeared in the Herald of March 18th. The results were almost unbelievable.

One of the dealers listed was Burditt & Williams of your City, who by the way were listed by mistake, and when the writer called upon them to apologize for using their name, I was simply taken off my feet as they told me they had had no many inquiries from this advertisement. They would have to have the goods at once. They received 17 inquiries in two days and sold 12 carburetors.

Another instance of the results of this week's advertisement was as follows: I tried to call the well known firm of Deuster & Hopkins of your City and they absolutely refused to handle the goods but the inquiries came in so strong that they called the writer up on Thursday afternoon and asked if it were too late for us to insert their name as one of our distributors.

If this is not putting it "Over the Top," as the saying goes, I don't know what it is. I don't believe that another machine could pull the results as your paper can.

Yours very truly,  
W. E. Lacharnay  
L. A.

**A  
Letter  
That  
Speaks  
for  
Itself**

**SELLS THE  
CONSUMER  
ALWAYS**

**SELLS THE  
DEALER AFTER  
EVERYTHING  
ELSE FAILS**



**THE BOSTON  
HERALD-TRAVELER**

# If You Have a Message

for the finest homes in the wealthiest, most beautiful, fastest growing and most favorably located suburban section adjacent to New York City,

## The Chesterfieldian

the new weekly de luxe magazine devoted to the life, activities, advantages and charms of Westchester County, New York, and Fairfield County, Connecticut,

# Can Carry It for You

ADVERTISING DEPARTMENT

10 East 43rd Street, New York

RALPH W. CAREY, Advertising Manager

"Ouch!" said Gordon-Jones & Company and sent a flock of legal counsel and tons of evidence to Washington. They didn't even have to do that to their own inconvenience—the date and place for the taking of testimony was arranged between Gordon-Jones & Company and the Commission to the mutual convenience of both. Gordon-Jones sent counsel to Washington. Had their headquarters been in San Francisco, testimony might be taken nearer their home.

Then the Federal Trade Commission proceeded to try the case. Gordon-Jones had full opportunity to cross-examine all witnesses. They had all the machinery of the Government behind them to obtain any witnesses they needed, or the use of any documentary evidence they wanted. There was no muzzling of the respondent, as Gordon-Jones were called: they had ample opportunity to say what they wanted to say. Even after the case was rested they could prepare and submit a brief or give vent to oral arguments before the Commission. What the Commission was after was facts.

#### MAY APPEAL FROM COMMISSION'S FINDINGS.

And finally, after all the testimony was taken, all the arguments heard, all the briefs filed and all the talk stilled, the Commission found that Gordon-Jones & Company had been guilty of what is known as "Commercial Bribery" and issued an order that they "cease and desist" from such practices in future. The company had the right of appeal to the Circuit Court of Appeals and later to the Supreme Court, but they had learned already that it was better not to monkey with the buzz saw. Also, they had dragged enough "custom of the trade" evidence into the hearings to insure a similar action and a similar order to "cease and desist" to be issued against all their competitors who also indulged in "commercial bribery." And when all the trade had to stop it, no one was the worse off. On the contrary, Gordon-Jones & Company



## Have you seen "PUNCH" This Week?

SO many millions of times has this question been asked that the total is beyond computation.

Evidence of that "Reader-Interest" I have so often spoken of to advertisers.

That advertisers of high-class goods and service believe in the value of "PUNCH" and its wonderful "Reader-Interest" is proved by the fact that its advertising space, which is strictly limited, is often sold out *in advance* for twelve to fifteen months.

**THERE IS NO SUBSTITUTE  
FOR "PUNCH."**

**ROY U. SOMERVILLE**  
*Advertisement Manager, "PUNCH"*  
10 Boulevard des Capucines,  
London, E.C., Eng.

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## Checking

For Advertising Agencies

FULL PAGE SERVICE

"GUARANTEED

TO

SCHEDULE"

We have studied the situation and made it our business to do, systematically and efficiently, all those things that have made your checking expensive, annoying, and incomplete, yet in such a way as to accommodate as far as possible any peculiarities of your present system. We can save you money as well as inconvenience.

The busier you are, the sooner this service demands your attention. Our representative will call, or a full outline will be sent on request.

**H. ROMEIKE, Inc.**

106 Seventh Avenue

New York

Tel. Chelsea 8860

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confessed to having some \$80,000 more in the treasury last year than they would have had if the Federal Trade Commission hadn't descended upon their necks. And if they are fundamentally honest they won't contend that the damage to their reputation by being made the subject of an order to "cease and desist" is worth more than the \$80,000 slush fund now available for honest advertising.

The Federal Trade Commission does not have to wait for a company officer to write a letter before starting something. In the case just considered, when the Federal Trade Commission found that other concerns were also engaged in commercial bribery, it initiated matters and made its own complaint against these firms.

An order to "cease and desist" is often a blessing in disguise. Most men prefer to be honest, especially if all the other fellows have to be honest, too.

There has been some discussion and considerable misunderstanding of a part of the Act creating the Federal Trade Commission, which reads as follows, the italics being the present writer's:

"Whenever the Commission shall have reason to believe that any such person, partnership or corporation has been or is using any unfair method of competition in commerce, and if it shall appear to the Commission that a proceeding by it in respect thereof would be to the interest of the public, it shall issue, etc."

It has been contended by some that the provision as to public interest limited the right of the Commission to issue orders to "cease and desist" to cases in which the interest of the public was shown by the evidence to be involved.

This is an error. The provision quoted was not contained in the original Act as it was passed by the Senate. If it had remained in its original form the duty would have been placed upon the Commission to proceed in every case in which an unfair method of competition was shown to be involved. This would mean tak-

FOUNDED 1891

# INDUSTRIAL MANAGEMENT

THE ENGINEERING MAGAZINE

*Publications of Immediate and Vital Importance to  
Manufacturers and Employers*

## Taft, Hughes and Hoover On Collective Bargaining

*An Impressive Array of Authoritative Opinion for the  
Guidance of Employers*

## A Direct Message to Engineers and Executives

*From Secretary Lane, on His Retirement from the  
President's Cabinet*

## Keeping the Peace With Labor

*The Record of Seven Years' Work by the Department of  
Labor*

*Tested Methods of Mediation and Conciliation*

**T**HESE three articles, now appearing currently in *Industrial Management*, are the first of a series of the most important publications that have yet grown out of the labor crisis.

*Every business executive interested in labor problems should not fail to send for a FREE copy of these articles and a current issue of the magazine—merely send us your name and address on your letter-head.*

**INDUSTRIAL MANAGEMENT**

THE ENGINEERING MAGAZINE CO. PUBLISHERS

120 W. 32<sup>ND</sup> STREET, NEW YORK, N.Y.

The  
Curtis Publishing Company

*announces*

that beginning May first  
its New York Office,  
Advertising Department,  
will be located at  
366 Madison Avenue,  
New York City

Telephone, Vanderbilt 7800

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ing the time of the Commission with complaints of comparatively minor importance, preventing the Commission from devoting the proper attention to cases involving great public interest. The provision clearly leaves it within the discretion of the Commission as to when it should proceed. The Commission decides *before* the issuance of a complaint whether or not public interest is involved and when it *has* decided in favor of issuing the complaint, the question of public interest is forever closed.

Another error that has gained some hold because of the provision as to "public interest," is the thought that in order to show "unfair methods of competition" a *general* practice must be shown. The words of the section afford no real basis for any such construction. "Unfair methods of competition in commerce" are declared unlawful and the Commission is given power to prevent their use. While the Commission may refrain from acting in cases of the isolated use of unfair competition, one single unfair act is clearly made unlawful by the statute and if the Commission chooses to proceed in such a case it is not an abuse of any power or discretion conferred upon it.

It does not necessarily follow that Gordon-Jones did as has here been told. It is possible that, instead of airplaning to the upper realms of indignation and giving vent to loud cries of wrath and pugnacity, they imitated Davy Crockett's coon and came right down when the gun was pointed in their direction. Such cases are constantly coming up in which the firm or business man complained of agrees in advance of any order to "cease and desist," to stop the wrongful practice. This saves time, money and reputation.

A great many instances might be quoted but one involving "misbranding and misleading advertising" will serve. A certain firm produced a fabric which, it was shown, consisted of 15 per cent of real silk and 85 per cent of something else. Yet this fabric was marketed under a name

### "When Seconds Count"



### "Catalogs—Quick!"

Give us the plates and copy, and whether it's a million run or not, we'll give you a delivery date that the entire K-L organization will stand back of. Many large national advertisers and mail order houses bank on K-L service.

**Kenfield-Leach Company**  
 "Chicago's Leading Printers"  
 610 Federal Street, Chicago



### Parcel Post Carrier

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING or TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

**Chicago Carton Company**

4433 Osden Avenue 516 Fifth Avenue  
 CHICAGO NEW YORK

# Worcester "Gazette"

was the only Worcester week-day paper to make substantial

## GAINS in CIRCULATION

during the last six months.

*Gazette's average for six months ending Sept. 30, 1919, was 26,048 net paid.*

*Six months ending March 31, 1920, average 31,155 net paid.*

Month of March

# 31,783

Net Paid

The CONCENTRATED, COMPACT Circulation of the "Gazette" is almost wholly within Worcester's immediate trading zone. That produces Direct, Positive, Traceable Returns! It enables the "Gazette" to come in FIRST in direct TEST ads of Worcester Merchants! And that is why the "Gazette" is

## Worcester's Leading DISPLAY Advertising Medium

The First THREE MONTHS of 1920 (as also during the ENTIRE YEAR of 1919) the

## "Gazette" Leads

all Worcester Week-day papers in Display advertising carried.

## WORCESTER GAZETTE

*The Julius Mathews Special Agency  
Boston—New York—Chicago*

which may be paraphrased as "Harvard and Yale Silk." Upon informal conference with the makers it developed that the practice of selling part silk goods as "silk" had gradually grown up in the trade through the necessity of meeting similar methods on the part of competitors.

The manufacturers, instead of fighting the Commission, agreed to assist it in eliminating the practice. As a starter they agreed to discontinue all such misleading labeling and advertising. "Harvard and Yale Drapery Fabrics" have taken the place of "Harvard and Yale Silks" and apparently sell as well as ever. The Commission held that "respondents having taken steps permanently to avoid all unfair competition in the matter complained of and to avoid all probable deception and injury to the consuming public, it does not appeal to the Commission that a proceeding by it in respect thereof would be of interest to the public."

There is a little too much feeling on the part of some business men that the Federal Trade Commission is a domineering, interfering, meddling busybody which goes around looking for a chance to throw the monkey wrench into the machinery. The Commission's actual attitude is quite different. It is a new idea in business that the public has a right paramount to that of both buyer and seller and that the right of one seller to sell by any means is not greater than another's right to sell by another means. The Commission, while operating through the agency of a prohibition (the vast majority of laws are prohibitory in character) is constructive in both method and intent. It does not feel that its functions and powers are of the police variety. It does not seek to punish, but to eliminate that which could subject its performer to punishment.

This idea is spreading with every complaint, every investigation, every order the Commission issues. More and more business interests are finding out that the Commission does not start its ma-

# FOR SALE

## *Latest Type*

# Hoe Magazine

# Two Color Press

Prints, folds and stitches 64 pages or stitches in 32's or less. Width of page 10¾ inches. Length of page 14½ to 15½ inches.

### **Does Best Class of Magazine Work**

Oil fountains and travelling tympan. Can run half of press—or either end at half speed.

Will also deliver pages 5⅞ x 7¾ two up, being 5⅞ x 14½ or 15½.

### **Press Thoroughly New, Being Only 1¼ Years Old**

This equipment complete would cost new today more than \$100,000—besides loss of time for the building. Can be seen running.

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**Atwell Printing & Binding Co.**

Wabash 517 732 Sherman Street

**CHICAGO**

chinery without a pretty sure ground under its feet, and that when it does start, a real spirit of fair play and a genuine co-operation characterize its proceedings and its findings.

### An Advertiser Objects to Proposed Three Months' Rate

THE FAIRBANKS COMPANY

NEW YORK, N. Y., April 17, 1920.

Editor of PRINTERS' INK:

I have just finished reading with a good deal of interest the report of the agitation on the part of newspaper and business paper publishers for monthly or quarterly revisions of advertising rates in your issue of April 15th.

It seems to me that while such a move may have many points to commend it to the publishers, yet there are some very serious considerations against it. In the first place, an advertising campaign lasting for more than a very short period can never be considered as "signed, sealed, and delivered." Under the present regime when an advertiser signs a contract for a year's advertising and makes his plans for that period, he will more than likely complete the schedule as laid down. The publisher's solicitor has a powerful argument against any tendency to waver in the present short rate charge. If, however, the publisher announces a new rate, it then becomes necessary for the solicitor to practically resell the advertiser, and the best possible opportunity is offered to the advertiser to withdraw from an arrangement with which he may have found the slightest dissatisfaction. This means, of course, increased selling cost and somewhat less stability on the part of advertisers.

While I believe that no fair-minded advertiser wishes a publication to run at a loss, yet the frequent revision of rates is likely to prove such an annoyance as to be a prolific source of trouble. Under this arrangement, of course, it will be impossible for an advertiser to estimate accurately what his budget will be for the fiscal year. Necessarily changes in records will also cause some inconvenience and misunderstandings. In view of the recently successful effort of the Association of National Advertisers to stabilize the rates for poster advertising, this move would seem to be a step in the wrong direction.

PAUL B. FINDLEY,

Manager, Advertising Division.

### Irish Ad Men Vote for A. A. C. of W. Affiliation

The Irish Association of Advertising Men, meeting recently in Belfast, voted in favor of affiliation with the Associated Advertising Clubs of the World.

### Seeking a Way to Help Chicago Mail Service

The trade papers of Chicago have offered to make up a fund equivalent to one day's postage on the part of each paper to be used to bring about an improvement in the postal service in that city. The offer of the fund, which would reach about \$30,000, was made to the postal service committee to the Chicago Association of Commerce by Elmer C. Hole, of the *American Lumberman*. Mr. Hole, in behalf of the trade papers, also made some suggestions for relief of the present congestion, which has become extraordinary and alarming. The postal service committee was asked to take the matter up with the post office authorities and to make the offer of the fund. The committee has reported that it does not deem it advisable to resort to such extreme measures, but that it is vigorously pressing upon the authorities at Washington the necessity of immediate improvement.

The Post Office Department has contracted for the erection of a five-story building at State and Eleventh streets, to be used for incoming second, third and fourth-class matter. This will relieve the congestion in the main post office. The department also is negotiating with the Rock Island railroad for the erection of a large warehouse for the distribution of outgoing circulars, catalogues, parcel-post packages and the like. This will be operated by the railway mail service.

### Brandon Leaves Omaha "News"

Harry J. Brandon, advertising manager of the *Omaha News*, has resigned. He will be succeeded by Merle Taylor, formerly his assistant, but lately connected with the Omaha-Packard Company, in the truck department.

Howard C. Stovel, of the *News* advertising staff, has resigned to go with the *Omaha Bee*.

### The Ewing-Lewis Co., New Publishers' Representative

The Ewing-Lewis Company, foreign publishers' representatives, have been established at New York by Nathaniel Ewing and Roger G. Lewis. Mr. Ewing was recently with J. Roland Kay Company, Inc., at New York. Mr. Lewis was formerly advertising manager of *Current Opinion*, New York.

### Howard I. Wood With Valley Land Co.

Howard I. Wood, for the last seven years advertising and sales manager of the Skidmore Land Company, has resigned from that company and has become the secretary and manager of the Valley Land Company, Marinette, Wis.

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WORLD'S ADVERTISING CONVENTION, JUNE 6-10

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# You are Invited—

**I**NDIANAPOLIS—the  
Capitol of the Land of  
Opportunity—Center of Dis-  
tribution—invites you to the  
Convention of the Associated  
Advertising Clubs of the  
World from Sunday, June 6th,  
to Thursday, June 10th, 1920.

The co-operation of every  
progressive business man,  
manufacturer and merchant is  
extended toward assuring every  
visitor the whole-souled hospi-  
table entertainment which the  
advantages of Indianapolis  
makes possible.

*Convention Board  
Advertising Club*

*of*

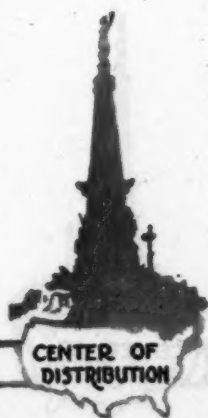
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**INDIANAPOLIS**


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Soldiers and Sailors' Monument  
Indianapolis



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**WORLD'S ADVERTISING CONVENTION JUNE 6 TO 10**


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Sunken Gardens  
Garfield Park, Indianapolis

## *Well to the Front*

INDIANAPOLIS advertising agencies are well to the front in the volume of business placed, in the character and quality of the products which they are presenting and in the constructive work they are doing in the development of new advertisers.

This is because Indianapolis advertising agencies are well located and well equipped for the responsibility they bear and for the service they render.

The Sidener-Van Riper Advertising Company finds much satisfaction in its share of many fine advertising accomplishments.

You will find a most cordial welcome in our offices when you come to the World's Convention.

*Sidener-Van Riper*  
*Advertising*  
*Company*

INDIANAPOLIS

Merle Sidener Guernsey Van Riper  
Hal R. Keeling




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**INDIANAPOLIS**


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# Expanding Business

**B**USINESS is growing and expanding, soundly and steadily, in the great Midwest—of which Indianapolis is the natural center.



Technical Institute  
Indianapolis

Here you will find many of the nation's greatest and most widely known industries—directed by men who build safely on usefulness and merit, who build constructively on conservative business policies—and *progressively*, by enlisting the great marketing force we know as Advertising.

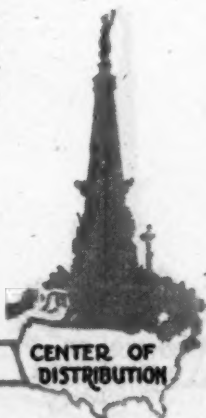
The Fletcher American Company is gratified in having a part in this splendid development, through its co-operation in the correct and adequate financing of sound and established industries.

We join with all Indianapolis in assuring you a cordial welcome and a profitable visit when you attend the sessions of the World's Advertising Convention of Associated Advertising Clubs of the World.

## Fletcher American Company

Capital \$1,500,000

FLETCHER AMERICAN NAT'L BANK BLDG.



## INDIANAPOLIS

CENTER OF  
DISTRIBUTION





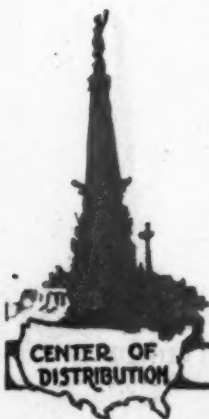
Emerichsville Bridge,  
Riverside Park, Indianapolis

# The Nile Valley of America

INDIANAPOLIS is the heart of one of the richest and most prosperous farming sections of America. It is a billion dollar live stock region. This section is covered by The Indianapolis Star. The interest of the farmers in The Star is shown by the fact that it has led all papers in the country, save one in the far west, in farm and poultry advertising for years.

## The Indianapolis Star

Largest Morning and Sunday  
Circulation in Indiana



### INDIANAPOLIS

WORLD'S ADVERTISING CONVENTION, JUNE 6-10

# The Quality Car City



Industrial View of  
Indianapolis

THE world comes to Indianapolis for fine automobiles. This city leads in the production of the better grade cars. The Indianapolis workman takes pride in his product. An Indianapolis made car is a good car, built for service and well worth the price.

## National

National Motor Car & Vehicle  
Corporation

Twentieth Successful Year

### INDIANAPOLIS



CENTER OF  
DISTRIBUTION



On the Circle  
Indianapolis

**I**NDIANAPOLIS is an ideal city in which to live and grow. With the stores and churches and amusements of the great metropolis are combined the wholesome living conditions of a smaller city.

Indianapolis is a happy city with its wonderful schools and playgrounds and parks. No wonder labor conditions are better in Indianapolis than anywhere else. The working man likes to stay on his job in Indianapolis. Indianapolis has all the business and manufacturing facilities of the largest city in the country. Hundreds of cities for instance come to Indianapolis for their engraving and art work.



*Stafford Engraving  
Company*

**INDIANAPOLIS**

# Setting a Fast Pace

INDIANAPOLIS is a growing city. Nearly thirteen million dollars of building permits were issued in 1919, and that amount will be tripled this year.

Indianapolis will have a half million population by 1930. It is a thoroughly American city and a newspaper reading city.

The Indiana Daily Times is keeping step with Indianapolis. Its circulation and its prestige are growing. If you would reach all of Indianapolis The Times must be on your schedule.

## The Indiana Daily Times

Visit our plant when in Indianapolis

Read The Times when here

Include The Times on your schedules



Stock Yards Entrance  
Indianapolis



# INDIANAPOLIS

CENTER OF  
DISTRIBUTION

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WORLD'S ADVERTISING CONVENTION, JUNE 6-10

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# ATKINS



Union Station  
Indianapolis

## To Members of the A. A. C. of W.

THE spirit back of the Atkins name—back of the reputation for quality which is the backbone of this institution—is the same spirit which you as representatives of American business come to Indianapolis to discuss. In welcoming you—we greet you as brothers in a common cause—the building of a greater and better name—a name which represents value to the buyer.

*E. C. Atkins & Co., Inc.*

*Makers of*

"SILVER STEEL" SAWS AND TOOLS




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**INDIANAPOLIS**


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WORLD'S ADVERTISING CONVENTION, JUNE 6-10

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# IN S W S

## To National Advertisers

THE Atkins advertising department is open to you on your visit to Indianapolis. Its methods and experience are at your disposal. At any time during the convention we welcome you gladly and are ready to display to you the elements of the greatest sales and advertising campaign on quality saws for every purpose.



Federal Building  
Indianapolis

E. C. Atkins & Co., Inc.

Established 1857

IN

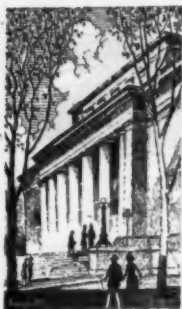
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**INDIANAPOLIS**

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## WORLD'S ADVERTISING CONVENTION, JUNE 6-10



Indianapolis, a center of  
Art and Culture

## The Character of a City

**N**O matter what any one claims for Indianapolis—your judgment of the city must be based on your reception and the impressions you form during your visit.

The same is true of any business—and so we invite you to visit the delightful home of this agency on University Square. The proudest boast of our organization is that it fits the spirit of Indianapolis, the hub whose spokes of commercial and intellectual effort reach to the rim of the earth in every direction.

### Russel M. Seeds Company

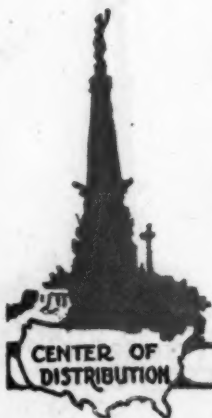
*Indiana's Oldest and Largest  
Advertising Agency*

Russel M. Seeds,  
Jack Harding,  
Paul Richey  
Bruce Daniels

M. G. Lipson  
Jas. C. Kelly  
A. R. Kling  
John Berling

M. A. Thompson  
H. G. Deupree  
O. R. French  
S. J. Hannagan

330 NORTH MERIDIAN STREET



# INDIANAPOLIS



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**WORLD'S ADVERTISING CONVENTION, JUNE 6-10**

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## Nordyke & Marmon Company

Manufacturers of the Marmon 34 and Flour Milling Machinery, welcomes the convention of the Associated Advertising Clubs of the World to Indianapolis. As a manufacturing institution which has produced quality machinery products since 1851, this company believes in Indianapolis and desires each convention delegate to receive while here and to carry home with him a true impression of this greatest inland city on the continent.

If you care to visit the Nordyke & Marmon Company plant you will be cordially welcomed and shown through this representative Indianapolis institution.



Indianapolis  
13th Retail Market of U. S.



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**INDIANAPOLIS**

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WORLD'S ADVERTISING CONVENTION, JUNE 6-10

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*Strauss  
Says*

The World is large  
-but give it time  
and all its people  
will gravitate to  
The Center of  
Distribution  
Indianapolis USA

Use Your Vision! Blaze the trail  
We're having a Key to the  
City made especially for  
**you!!**

L. Strauss & Co.,  
Since 1853




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**INDIANAPOLIS**

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WORLD'S ADVERTISING CONVENTION, JUNE 6-10

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**T**HAT which is produced in Indianapolis bears the unmistakable stamp of character and quality. Indianapolis enterprises demand only the best that skilled craftsmen can achieve. Indianapolis printing is recognized for its fastidious propriety, and to subserve the critical requirements of business of the better sort this institution is dedicated.



More Than Books Come From  
Indianapolis

*The*  
**Hollenbeck Press**

*Printers and Designers*



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**INDIANAPOLIS**

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**WORLD'S ADVERTISING CONVENTION, JUNE 6-10**


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# *Home of the Square Deal*

THE GREAT merchandising institutions of Indianapolis are built on the solid foundation of honesty and square dealing. Indianapolis is the home of "truth in advertising". This is an indication of the spirit of fairness in business which gives greatest of values and service.

L. S. Ayres & Co.

The Wm. H. Block Co.

The Baldwin Piano Co.

Feeney Furniture & Stove Co.

E. J. Gausepohl & Co.

Chas. L. Hartman

Kahn Tailoring Co.

Paul H. Krauss Co.

E. O. Langen Co.

The H. Lieber Co.

Lilly Hardware Co.

New York Store

Marott Shoe Store

Chas. Mayer & Co.

W. H. Messenger Co.

L. E. Morrison & Co.

Peoples Outfitting Co.

J. A. Rink

Sander & Recker

Schloss Bros. Co.

Selig Dry Goods Co.

The Star Store

W. K. Stewart Co.

L. Strauss & Co.

Taylor Carpet Co

Vonnegut Hardware Co.

Julius C. Walk & Son, Inc.

When Clothing Co.

H. P. Wasson & Co.

*Members of  
Merchants Ass'n*

*of*

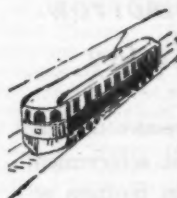



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**INDIANAPOLIS**


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# *A Market of a Million and a Half*



**I**NDIANAPOLIS is the 13th retail market of the continent. It's the center of the rich surrounding Indianapolis Radius, spider-webbed by concentrating interurban lines and a wonderful highway system. Twenty thousand people each day pass through the terminal station, the largest interurban terminus in the world.

This rich and responsive territory is easily reached and completely covered by



## **The Indianapolis News**

First in America in 3c Evening Circulation

New York Office  
**DAN A. CARROLL**  
Tribune Building

**FRANK T. CARROLL**  
Advertising Manager

Chicago Office  
**J. E. LUTZ**  
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

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**WORLD'S ADVERTISING CONVENTION, JUNE 6-10**


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Chamber of Commerce  
Indianapolis

## *There's a Touch of Tomorrow In All Cole Does Today*

A CITY of progressive thought and advanced achievement is Indianapolis. Its business activities are imbued with that which is new and original. True to the traditions of Indianapolis, the *Cole Aero-EIGHT* is characterized by its advancement—a certain futurity which gives it a dominant place in motordom.



**COLE MOTOR CAR COMPANY**  
*Creators of Advanced Motor Cars*

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**INDIANAPOLIS**


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## Raw Peanuts to Be Sold by Grocers

**PEANUT** growers of Virginia and South Carolina have recently formed the Peanut Growers Association with a capital of \$250,000. These growers plan to market the peanut themselves and have formulated a sales plan which they believe will "revolutionize the sale of peanuts."

Rufus S. Freeman, sales manager of the association, has given **PRINTERS' INK** the following information regarding this sales plan.

"We expect to make the peanut a food product, same as beans, walnuts, raisins, etc. That is, we expect to put these peanuts up in containers of one pound, two pounds and four pounds, and sell them through the channels of the wholesale grocers, through the retailers, to the housewives of the United States. The housewife heretofore has never had the opportunity of buying peanuts as a food product. One pound of peanuts is equal to about three pounds of beefsteak in food value. One pound of peanuts will sell for twenty-five cents to thirty cents and you know the price of beefsteak. Another important item is there are millions of housewives who are anxious to buy peanuts for the home but are not able to get them. They are not sold through the channels of the grocery store. Thousands of housewives would buy these peanuts raw, eating them raw or roasting them in the oven herself in her own home. Peanuts keep fresh when raw but after they have been roasted, put in packages such as glass containers, glassene paper bags, etc., they become stale and rancid after a few days and are not fit to eat. They cause indigestion. But raw peanuts are healthy and fresh roasted peanuts are healthy. We have Government report on this as well as experiments. The sanitariums recommend raw peanuts for their patients. Raw peanuts keep fresh.

"We have discovered that we

## WORDS WIN!

For want of the right word many an appeal or description has suffered. Like the enthusiastic Frenchman's remarks on witnessing some notable scene: Superb! Sublime! Pretty Good! To all of us comes that moment "When words fail," and so to save us the tedious task of searching thru our ponderous Webster, we have compiled a handy little **WEBSTERETTE**, which gives you easy access to the choicest words that may be successfully employed in the making of a good advertisement or sales letter.

### Selected Words For Selling

Contains the most expressive and convincing words in the entire realm of human thought which may be used to express

### Quality—Advantages—Price

To the man who writes advertising or sales letters this little book is worth real money. Pocket size, so arranged that—ZIP!—you have before you a complete selection of those words which, if correctly used, will influence your readers to your way of thinking. Price One Dollar. Postpaid.

### DALL PUBLISHING COMPANY

Denham Building

Denver, Colorado

## Copy Writer Needed by Southern Agency

Fully recognized, rapidly growing Southern agency needs another man in its copy and plan department.

Preference will be given to applications from young men with some experience and willing to work for moderate salary while getting more.

Knowledge of type and of printing absolutely necessary. Full particulars as to past experience, personal characteristics and salary expected should be given in first letter. Address "F. P.," Box 95, Printers' Ink.



# NEW ENGLAND

## and its retail dealers

Each city in this section has live retailers who are eager to push advertised goods.

These retailers appreciate the great sales power of home daily newspapers. They know these daily papers sell the goods.

The Dry Goods man knows it is the home daily newspaper that sells the silks and laces, woollens and ginghams and other things dear to womankind.

The Clothing Man knows it is the home daily newspaper that sells the clothes, hats, shirt and hosiery that make man pleasing to himself and others.

The Grocer knows it is the home daily newspaper that sells the beef, vegetables, teas, coffees, soups and flours and other good things that it is well for man and woman to take within themselves.

Every dealer knows that it is the home daily newspaper that sells their goods, and they will greet your salesman with the glad hand when they are informed it is the home daily that will carry your message to the home in their city.

Put your newspaper campaign in New England home dailies and you will be very pleased with what follows.

## FIFTEEN LEADERS

### in 15 of the best cities

#### FITCHBURG, MASS., SENTINEL

Daily Circulation 7,032 A. B. C.  
Population 39,656, with suburbs 150,000

#### LOWELL, MASS., COURIER-CITIZEN

Daily Circulation 16,975 P. O.  
Population 114,366, with suburbs 150,000

#### LYNN, MASS., ITEM

Daily Circulation 15,504 P. O.  
Population 89,336, with suburbs 100,000

#### SALEM, MASS., NEWS

Daily Circulation 18,407 A. B. C.  
Population 43,697, with suburbs 150,000

#### SPRINGFIELD, MASS., UNION

Daily Circulation 49,692 A. B. C.  
Population 100,000, with suburbs 250,000

#### TAUNTON, MASS.

DAILY GAZETTE  
Daily Circulation 7,544 A. B. C.  
Population 38,000, with suburbs, 53,000

#### WORCESTER, MASS., GAZETTE

Six Mos. 30,155; Mar. 31,783  
Population 190,000, with suburbs 250,000

#### PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,418 A. B. C.  
Serves territory of 130,000

#### BRIDGEPORT, CT., POST AND STAND- ARD-TELEGRAM

Daily Circulation 46,730 P. O.  
Population 150,000, with suburbs 220,000

#### NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 28,334 P. O.  
Population 150,000, with suburbs 175,000

#### NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,647 A. B. C.—3c copy  
Population 30,000, with suburbs 60,000

#### WATERBURY, CT., REPUBLICAN

Daily 10,992 A. B. C.; Sun. 11,425 A. B. C.  
Population 73,144, with suburbs 100,000

#### PORTLAND, ME., EXPRESS

Daily Circulation 24,300  
Population 58,571, with suburbs 75,000

#### BURLINGTON, VT., FREE PRESS

Daily Circulation 10,552 A. B. C.  
Population 22,000, with suburbs 40,000

#### MANCHESTER, N. H.

UNION and LEADER  
Daily Circulation 25,375 A. B. C.  
Population 75,063, with suburbs 150,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

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can roast the peanuts, pack them in vacuum cans, and they will stay fresh for two or three years.

"We tried out some advertising in Richmond, Va., newspapers for three days. This advertising proved that housewives would buy peanuts through grocery stores—raw and as much as four-pound bags for \$1.00. We expect to try out advertising in New York and Philadelphia."

### Standardization of Trade Paper Rates and Sizes Urged

Standardized rate cards and unity of sizes in trade journals were urged by R. R. Shuman in an address before the trade press departmental of the Chicago Association of Commerce's advertising council.

"Until very recently the trade-paper rate card was a Chinese puzzle," Mr. Shuman said. "Now trade-paper publishers do not realize what difficulties the advertising agent has been put to in order to try to put some advertising copy into their papers. They do not realize how difficult they made it for him by the intricacies of their rate cards, and the fact that there were no two alike. They do not realize how difficult they made it for him to sell anything like a list of publications by the great diversity of the sizes of their pages of paper in a certain group or calling. And that condition still exists."

"The only way an advertising agent can make any money out of trade-paper advertising is to put his client into a list of papers. He cannot make any money on the 15 per cent basis of the net by using only one or two papers, and if trade papers want to get the full co-operation from advertising agencies, they should get together by groups; the lumber men get together, the drug papers get together, the different groups of papers get together and as nearly as possible unify their sizes so the advertising agencies can sell a list instead of one paper."

### Woolworth March Sales

The F. W. Woolworth Company reports sales for the month of March of \$10,852,951, an increase over the corresponding month of last year of \$1,731,610, or 18.96 per cent. For the three months ended March 31, sales totaled \$27,511,545, an increase of \$4,865,073, or 17.34 per cent. over the corresponding period in 1919.

### C. C. Hicks With Hankins Agency

Charles C. Hicks, recently with The Miller Agency Company, Toledo, Ohio, is now with The W. B. Hankins Company, advertising agency, also of Toledo.

**P** When making up your list by all means have on that list the

## PORTLAND EVENING EXPRESS

"The Big Fellow of Portland, Maine"

**P** This is a great combination, a fine city of well-to-do people and an afternoon daily exclusive in its field.

**M** The city is a jobbing center, a social center and a financial center—the three things that mark leadership, and the EXPRESS entirely dominates the whole field as it goes into about nine out of every ten homes in Portland and suburbs.

*The Julius Mathews Special Agency  
Boston—New York—Chicago*

## Waste not— Want not!

You do not waste any of your appropriation in

## BRIDGEPORT

Connecticut's largest city, where everybody is employed at wages higher than ever.

## THE POST and TELEGRAM

dominate the prosperous field, constantly growing and circulation growing with it.

Post Office

Statement March 31, 1920

**46,730**

**I. A. KLEIN**  
234 Metropolitan Tower  
New York, N. Y.

**JOHN GLASS**  
Peoples Gas Bldg.  
Chicago, Ill.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1858 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 125 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill.  
President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Office: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line. Minimum order \$2.50.

JOHN IRVING ROMER, Editor  
FREDERICK C. KENDALL, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
R. W. PALMER, News Editor

## EDITORIAL STAFF:

C. P. Russell Albert E. Haase  
Roland Cole C. H. Claudy

Chicago: G. A. Nichols  
London: Thomas Russell

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NEW YORK, April 29, 1920

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## The Ghost of Old Advertising

A manufacturer should be careful not to use advertising arguments that may come back to haunt him. This has happened to an advertiser whom we know. The ghost of his former advertising is interfering with the smooth running of his present campaign. This man manufactures a mechanical service. For years he practically dominated his market. By and by a competing product appeared which it was claimed performed the same service more simply and at less expense.

The manufacturer of the old product centred all his advertising guns on the new device. He said it was a mechanical absurdity and that it could not do the work that his product does. As a matter of fact, this advertiser was partly right. The new article could not supplant his product, although there was a distinct field for it that was not being covered by the older manufacturer. For years this advertiser continued to knock the competing innovation. Finally, however, the new comer was making such serious inroads into the business that the older manufacturer at last recognized that there is a place in the market for both devices, and decided to manufacture the new machine, or one similar to it, as well as his own. But no sooner had he invaded the market with his added product than he had to face his own advertising arguments. His past advertising is nullifying much of what he is now saying in behalf of the new machine. He will have to live down the past before he can make much progress with the addition to his line.

If this were the first time that a manufacturer got himself into trouble of this kind, probably the incident would not be worth recording. But unfortunately the situation is by no means infrequent. Therefore, it is worth while to point the moral, which is: Don't circulate destructive arguments, for some time they may come home to roost.

## The Cause of Unfair Competition

A building contractor was telling us the other day that before putting a heating system in one of his houses he always finds out from the manufacturers what size they recommend for that type of house. Then he always uses at least one size larger than advised.

This man says that years of experience have convinced him that manufacturers in many lines will almost invariably overestimate the service that their products will perform. Many paint concerns, he states, compute that a

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gallon of their product will cover more square yards than it actually will. Tire companies often stretch considerably the number of miles their tires will travel.

True enough in exceptional cases or under ideal conditions, the product will do fully as much as its makers claim for it. But on the average, it will not. In ordinary weather, most furnaces easily heat their houses. In unusually cold weather, though, thousands of heaters are too small to do the work that is required of them. And it is on their cold weather performance that most heating systems are judged. It is what they do in February and not what they do in October that determines the satisfaction of the home owner.

It is only fair to say, however, that manufacturers as a rule do not deliberately misrepresent the capacity of their products. It is not the desire to exaggerate, but rather the activity of pernicious competition, that forces them to emphasize the maximum capacity of their product. If they were content to dwell on its minimum capacity or even on its average capacity, they would soon be outstripped by over-zealous competition. The maker of an inferior brand of paint, for instance, will begin making an outrageous claim as to its covering capacity. Then the manufacturers of superior brands, knowing that their products will always do vastly more than the inferior kind, are obliged in self-defense to match the claims of the other fellow, or even to go him one better. Thus the rivalry grows.

It is the hammer-and-tongs type of competition that brings most so-called unfair practices into business. This was well brought out in the answer of the Barrett Company to a recent complaint of the Federal Trade Commission. The Commission objects to the use of the word "rubber" and its derivatives in the brand name of one of the company's products. The company denies that the use of the words is in any wise unfair or deceptive.

It seems that about 1894 a manufacturer produced a prepared roofing that because of its rubbery-like surface he called it "Rubber-Old." Other manufacturers soon followed suit by bringing out similar products, which they named "Rubberoid," "Rubbero," etc. Such terms have been used in the trade for years. The Barrett Company admits the use of the word "rubber" in connection with this roofing, but denies that this word ever described the composition of the material. It merely designates a type of roofing well known to the trade and to consumers as well. It was in this sense that the term was used in advertising, in trade literature, in engineering reviews, and in building specifications.

The company in its answer agrees under certain conditions to give up the use of the word or to limit its use, if other manufacturers will do the same. "Any order not applicable to all," the company avers, "would in itself constitute unfair trading of the most unfair sort."

The company is right. No one company is responsible for such a condition. It is an industry condition, and if it is objectionable the industry must clean it up. It is in affairs of this sort that the modern trade association is probably doing its most constructive work. An individual company is powerless in coping with a strongly entrenched unfair trade practise. The industry itself, through the instrumentality of its association, is the only force big enough to root it out.

**Returned  
Goods Evil  
Again** Not long ago a committee of the New York Wholesale Grocers' Association held a meeting which was devoted to the returned goods evil.

During the course of the discussion, the information came out that the returned goods account of just one firm, which is by no means the largest in the association, was \$238,000 for the year 1919.

This figure is quoted not because there is anything exceptional about it. It is probably fairly typical of the returned goods account of a house of this size. Wholesalers in other lines, for instance, the drygoods business, doing the same volume of business, no doubt have a larger quantity of goods sent back to them each year.

Even though it may be accepted as a matter of course in the trade, the figure mentioned does give some idea of the extent of the returned merchandise abuse. It must be remembered, too, that purchasers have not been so inclined to send back goods during the last three years. As a rule they have been glad to accept what they could get.

It may, therefore, be presumed that as soon as production catches up with demand that the returned goods abuse will again become a merchandising problem of the first order. What can be done about it?

In the past there has been too much disposition to blame the buyer. He has deserved some of it. But the chief reason for returned goods may be expressed in two words—poor selling. Merchandise that is really sold, as good advertising sells it, usually stays sold. Selling a buyer more than he needs, or trying to sell goods that the consumer has not been educated to accept, strong-arm salesmanship, also easy-going salesmanship, whether at retail or wholesale, are the factors that primarily cause people to send back goods.

### **Advertising Helps Finance Business**

In its April statement of business conditions the National City Bank scores a point that has more advertising significance than is commonly supposed. It says:

There is much evidence that one explanation of the high state of bank loans is to be found in the railroad embargoes and car shortage. Conditions in New England have been very bad for the past month, with goods piling up in the manufacturing towns and consequent in-

ability to bill against them. In Boston it is said that approximately \$100,000,000 worth of Egyptian cotton has been tied up partly by a port strike and partly by the governmental requirement that such imports shall be fumigated as a precaution against the pink bollworm.

We are glad that the City Bank has seen fit to call attention to the importance of this subject. It is a matter that financial authorities too frequently overlook. Anything that retards the distribution of merchandise imposes an additional burden on our financial system.

But strikes, embargoes and shortage of railroad equipment are not the only things that impede distribution. A more far-reaching cause is slow turnover. It takes more money to carry merchandise that goes into consumption slowly than it does to finance the distribution of fast-selling goods. Any economic force, therefore, that speeds up turnover, such as advertising does, helps to ease the world's present tremendous financial burden.

Advertising not only accelerates the rate of turnover, but it also causes a more even and orderly flow of goods to the consumer. Because of this, advertised goods require less warehousing during the course of their distribution. They keep moving, and therefore require less financing than if they piled up waiting for demand to develop.

### **Trade-Mark Convention Ratified by Fourteen Countries**

An international convention for the protection of trade-marks, signed at the Fourth International Congress of American States at Buenos Aires in 1910, has been ratified by fourteen governments and adhered to by Bolivia, the State Department has announced. The convention was signed by twenty American republics. The latest ratification was by the Peruvian Congress on April 14, 1920.

The convention was ratified by the United States Government and proclaimed by the President on September 16, 1916. Other countries which have ratified are Cuba, Hayti, Dominican Republic, Honduras, Nicaragua, Costa Rica, Guatemala, Panama, Brazil, Uruguay, Paraguay, Bolivia (adhered), Peru (ratified by Peruvian Congress), and Ecuador.

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Apr. 29, 1920

PRINTERS' INK

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# What a prominent advertising agent thinks of FASHION-ART

JAMES HOWARD KEHLER

*The Fine Arts Building*

March 17, 1920.

Mrs. Edith M. Wetmore,  
Editor, Fashion Art Magazine,  
30 North Michigan Avenue,  
Chicago, Illinois.

Dear Madam:-

Mr. Pick has told me that you are responsible for the editorial conduct and the physical appearance of Fashion Art, and I cannot refrain from expressing to you my enthusiasm over your work.

I have only recently become acquainted with Fashion Art as it exists today and the extraordinary quality of its contents and its appearance are sufficient to thrill even a jaded advertising agent, who has to look at publications until he is sick of them all.

Your April number is a triumph. I find it hard to believe yet that so good a magazine is being published in Chicago.

Please accept my heartiest congratulations and my best wishes for the great success which your work deserves.

Yours very truly,

*James Howard Kehler*

The Fine Arts Building,  
Chicago, Illinois.

*I admit it*

*Richard A. Pick*  
*-Publisher*

Publication Office  
30 N. Michigan Avenue  
Chicago

Eastern Office  
33 W. 42nd Street  
New York



# Service

## Man Wanted By Prominent Advertising Agency

**C**HARACTER and personality important qualifications if based on successful experience in advertising routine. Position includes contact with clients and also with various departments of the agency. It does not include actual writing of copy or making layouts, but a knowledge of these would not be a handicap.

An exceptional opportunity for important work in an organization where each man is encouraged to fullest self-expression. Address C. T., Box 93, care of Printers' Ink.

## All-Around Artist Wanted In The South

There is open a position in the art department of one of the leading Southern agencies.

All-around capacity and experience are required for the satisfactory handling of the work to be done.

Salary must be moderate in the beginning, but the opening is one which offers ample opportunities for rapid advancement.

All letters of application should give full details as to the past experience of the writers and should also state age, habits and salary requirements. Address "S. D.," Box 96, Printers' Ink.

## Kreamer and Speakman Made Vice-Presidents

The board of directors of the American Lithographic Company, at the regular meeting held April 22, elected F. H. Kreamer and C. A. Speakman vice-presidents.

Mr. Kreamer, who joined the company in 1901, became assistant sales manager in 1917 and general sales manager in September, 1919. In connection with his new office of vice-president, Mr. Kreamer also retains his present position as general sales manager.

Mr. Speakman has been with the American Lithographic Company for twenty-nine years in various executive capacities and has been its secretary for several years past.

## How Magazines Save Paper

A number of periodicals announce that because of shortage of paper, which has been aggravated by the stagnation of in-transit freight brought about by the recent strike of railroad employees, it will be necessary to combine issues until shipments of paper are restored to normal. *Collier's* announced last week:

"In order to allow more car space for food shipments into New York City, *Collier's* will postpone publication until paper shipments will not interfere with the food supply."

The Butterick Publishing Company announces the combining of the July and August numbers of *Delineator* and *Designer*. *Pictorial Review*, *Metropolitan*, *Woman's World* and a few others have also announced combined issues.

## J. W. Dickinson With Chemical Catalog Co.

Joel W. Dickinson, recently Western manager, at Chicago, of "Iron Age Catalogue of American Exports," New York, is now Western manager of the Chemical Catalog Company, New York, representing that company on "Chemical Engineering Catalog," *The Journal of Industrial and Chemical Engineering*, and *Architectural Review*.

Albert Hauptli, formerly business manager of *Power Wagon*, Chicago, and Don G. Heinly, formerly Eastern manager of *Power Wagon*, are now in charge of the Chicago office of "The Iron Age Catalogue of American Exports."

## "Yale Review" Appoints Business Manager

William A. James, for some time past in the western office, at Chicago, of the *People's Home Journal*, and previously with *Harper's Bazar*, has been appointed business manager of the *Yale Review*, New Haven, Conn. During the war Mr. James was in the aviation service.



# HAWLEY

## ADVERTISING COMPANY

INCORPORATED

have moved their offices and are now  
located in larger quarters at

95 Madison Avenue, New York

Telephones 4254—4255—4256  
Madison Square

JOHN H. HAWLEY  
RAY BROWN  
WM. H. MEYER  
DAVE E. BLOCH  
LOUISE FRANCIS  
GEORGE N. BOYD



**T**WO complete engraving  
plants—fully equipped for  
intelligent service and the  
finest production of color  
plates, half-tones & line-cuts.

**THE BECK ENGRAVING COMPANY**  
PHILADELPHIA NEW YORK

## The Little Schoolmaster's Classroom

"**H**OW many accounts there are struggling along against unfair odds and against trade conditions that might be easily remedied," commented an advertising man to the Schoolmaster. "Campaigns are prepared to appeal to a certain class, and to this class alone. The manufacturer is afraid to step over the line. He has been led to believe that this one class holds the destiny of sales in the hollow of its hand.

"It is encouraging to discover that, now and again, some advertiser takes the reins in his own hands and breaks down a prejudice that threatened to limit his market.

"I am thinking now of the latest advertising developments of The Bishopric Manufacturing Company, maker of stucco and plaster-board, long on the market and well advertised for years.

"This product would seem to have an outlet only through the architect and the builder. The former is particularly strong as the deciding factor, for he enters it in his specifications, and with the builder has intimate personal contact with the owner of the home. If he says 'No,' then 'No' it is apt to be.

\* \* \*

"But the architect, of all classes, has ever been one of the most difficult to reach by advertising. He is not so responsive as he should be either to business-paper advertising or direct-by-mail matter.

"Nevertheless, for years Bishopric advertising was built to appeal to the architect and all arguments were directed to him, and him alone. It can't be said that results were entirely successful. Something had to be done, for a very fine product was not receiving the support it deserved.

"Then a radical change was made in the advertising. The agency placing the account urged the need of appealing direct to the house-builder. Copy was set in

motion, in a list of appropriate periodicals, and home-builders were told to specify this board.

"The idea has worked out as was expected and far more successfully than the manufacturer dared hope. However obdurate or prejudiced the architect may be, he can't close his ears to a multitude of people who are forever asking about Bishopric and suggesting that it be incorporated in the specifications. Getting angry will do him no good and he must inevitably yield to popular preference.

"No advertiser need feel that he is ham-strung and tied down to any one class. The public is the final arbiter, you may be very certain of that."

\* \* \*

One of the exasperating things that mail-order houses have to contend with is the large number of orders that are received, sans name, sans address, sans every means of identification. In some cases the post-mark on the envelope, the money-order or the check enclosed in payment of the purchase furnish a clue that often leads to the identification of the unknown customer. But where the post-mark is blurred and the remittance is sent in currency, it is frequently impossible to find out who sent in the order. In many cases, of course, the disgruntled buyer, not receiving his shipment, will write in to complain. In other instances, however, the customer does not take the trouble to complain but instead spends the rest of his days in knocking the concern who accepted his money but gives him nothing for it.

Mail-order companies try to reduce the number of such orders to the minimum by a variety of devices, warning the buyer to sign his name. A stunt of this kind that the Schoolmaster ran across the other day is unusually effective. It is employed by W. Atlee

# Announcing

OUR REMOVAL TO  
709 Sixth Avenue  
opposite Bryant Park

## REUTER ADVERTISING AGENCY

Phone Bryant 4778-9

### Concrete

New Telegraph Bldg., Detroit, Mich.  
covers the construction field—your advertisement will be in good company in our pages!

—A special edition each month reaches cement mills and lime plants.

### CONSTRUCTIVE CRITICISM

If you feel that your Letters, Booklets, Folders or your Sales Bulletins or your House Organ can be improved, why not send them to me for suggestions. No charge unless you ask me to carry out what I suggest.

**JOHN J. LUTGE**

*Sales and Advertising Counselor*

263 Ninth Ave., New York City

### POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. \$1; 1 year \$2.

POSTAGE 18 East 18th St., New York City



Send \$1 for 6 Numbers

WESTERN ADVERTISING the monthly magazine of ideas, information, inspiration. Tells business men what they want to know about Advertising. Keeps you posted on Western conditions. A necessity for progressive men. \$2.00 a year.

**WESTERN ADVERTISING**  
SAN FRANCISCO

### ED. HAUBRICH

110 W. 34 ST. NEW YORK  
Room 1202 Phone Greeley 3948

*Dummies designed for  
advertisers and printers*

**SPOT CASH**  
**WE BUY**  
Job Lots, Close-Outs,  
Discontinued Stocks, etc., in  
all lines. No quantity too large.  
Quick Cash for Surplus.  
Send Samples and Full Particulars  
BARGAIN BULLETIN FREE

FANTUS BROS., 521 E. Dearborn St. CHICAGO

**WE BUY ANYTHING**

### Famous Poultry Plant

#### MAIL ORDER MAN

Having love for rural life has opportunity to buy world famous poultry breeding farm now making big profits selling hatching eggs, baby chicks and stock. On market because founder has larger business requiring all his time. Has mailing list of 13,000 and actual customers' list of 1,200 names, result of extensive advertising in 60 publications. New owner can make fortune and expand to unlimited extent without additional investment. Beautiful location between New York and Philadelphia; 13-room residence in park; 10-room house for foreman; big barn; 15 poultry structures; water system. Land (30 acres), buildings and equipment cannot be duplicated for \$24,000; stock and good will worth \$20,000. Will sell for \$22,000; half cash, rest easy terms. Founder, who is recognized poultry expert, will assist buyer for period of months. Answer only if you are interested and have the cash. Address "J. R., Box 57, Printers' Ink."

### Sales Letters

After you write that important sales letter, send me a copy and tell conditions of mailing. If I can add more selling power, pay me \$25—otherwise nothing—you to be final judge. Suppose I add only 10% more pulling power, is it worth \$25? Years of mail-order experience in N. Y. and Phila.; university graduate; age 37.

I KNOW HOW

**E. M. TAYLOR**

781 Connell Bldg., Scranton, Pa.

### Motor Products Expert

Research Man and  
Campaign Planner

Available May 15

Salary \$4,000

Address W. A., Box 92, care of Printers' Ink

### Le Nouvelliste of Lyons

The best result getter in provincial France and indispensable to all advertisers in the wealthy Lyons district.

Burpee Co., the Philadelphia seed growers. Under the flap of the return envelopes, which go out with every order blank, the company flashes this caution: "Have you signed your name and full address?" This shows up conspicuously just as the buyer is about to seal the envelope, and is the means of causing many a hurried orderer to take out the blank to see if his name and address have been plainly signed.

\* \* \*

That advertising copy should read as easily and as naturally as if spoken aloud is not a new theory. But along comes an advertising man who claims that he has, in a measure, found a method by which "easy" copy can be prepared.

For years it had been his custom to sit down and write campaigns on a pad. Even the typewriter confused and worried him. He would edit and blue pencil and correct for days following.

"I grew to believe," he told the Schoolmaster, "that the only way to produce a really tip-top job was to sit on it as a mother hen does on her eggs. Ideas needed painstaking hatching out.

"All the while, however, I was unconsciously encouraging a stilted, precise, unhuman style. Everything I wrote sounded labored, affected, forced. My advertisements read like advertisements. And that is the deadliest fault of all in my estimation."

This copy man says that he switched squarely around and began to dictate his copy to a stenographer—"and a pretty swift stenog at that."

At first it came hard. He was self conscious. As this wore off, however, it came easier and easier and the typed result surprised even himself.

"It read as if someone else had written it," he said to the Schoolmaster. "Up and down the room I would walk, waving my arms and emphasizing certain words. I talked as a clerk might talk to a customer. I was speaking to someone and, for the time being at least, the stenographer was the customer. I was actually selling

## THE ARTIST WE WANT

is capable of planning and expressing, with pencil and brush, National Advertising Campaign ideas in a compelling manner. He possesses good merchandising judgment, has broad vision, a thorough knowledge of color composition and draftsmanship, and, above all, excels in originality. A most desirable connection awaits him, a connection that will give plenty of opportunity for full expression of the rare qualities he possesses. We will make the offer suit the man. Would possibly prefer agency experience but this is by no mean essential. Address Paul Berlet, Art Director,

**THE OSGOOD STUDIOS**  
418 S. Market Street  
Chicago

Affiliated with  
**OSGOOD STUDIOS**  
141 West 36th Street  
New York City, N. Y.

### GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders 3¼ x 6¼ in.	\$19.00
Each additional thousand	3.00
1000 4-page Folders, 4x9 in.	12.50
Each additional thousand	4.90
1000 4-page Folders, 6x9 in.	16.00
Each additional thousand	6.00

FREE—our large package of samples  
**ERNEST A. FANTUS CO., Printers**  
525 So. Dearborn St., Chicago

### 10,000 Letter Heads \$25.00

Extra good grade bond paper. Highest quality printing. Dust proof packages. A 100 PER CENT SAVING AND BETTER LOOKING LETTERS. Send for samples.

**Sprinkle Brothers, Printers**  
Martinsburg, West Va.



**Howell Cuts** 

for house organs  
direct mail and  
other advertising

ask for proofs

Charles F. Howell, 207 Fifth Ave., New York

When you advertise

### IN PHILADELPHIA

don't forget to insure the co-operation of retailers by including a schedule of dealer copy in the

### RETAIL ~~and~~ LEDGER

Twice a Month; Sub. \$1.00 a Year

Do you need sales representation in Georgia? We are prepared to push sale of one thoroughly reliable proposition that is backed by advertising. Our sales organization covers the entire state and if your line is right we can build business for you. Commission basis only. Write particulars to Atlanta Advertising & Sales Company, 305 Flatiron Bldg., Atlanta, Ga.

### GEORGE SETON THOMPSON CO.

#### Sales Promotion Literature

Planning—Copy and Art—Printing  
Colorgrams—House Organs  
Booklets—Catalogs

122 WEST POLK STREET  
Phone, Wabash 7316 CHICAGO

### FIVE DOLLAR LETTERS

Sure-strike Salesmen—plthy, punchy, persuasive—will deliver your message with a snap, or bring home your order with a check. Single letters or series—five dollars each. Immediate action. Pin check to letter and mail today.

#### ARCY

Agency service man — At your service!  
79 Heechwood Ave., Mt. Vernon, N.Y.



Get behind our  
"Work or Starve  
Campaign."

CORN BELT FARMER

Des Moines, Iowa

Reserve a copy of June, a postal card will do.

### The RICHEY DATA SERVICE

Why are leading institutions from coast to coast using this convenient data on sales, advertising and business conditions? Ask for the March Bulletin—Sent you free.

#### THE RICHEY DATA SERVICE

403 Meridian Life Bldg., Indianapolis, U. S. A.

### Mail Order ADVERTISING

For one client we are successfully selling coal in carload lots by mail-order process. There is almost no limit to the possibilities of mail-order trade wherein postage stamps often save the usually heavy expenses of salesmen. Consult us. No charge. We may surprise you. 220 West 42nd St., New York City. Bryant 5907.

SCOTT & SCOTT

the goods to him. My arguments were simpler and clearer. I did not fish around for long words and fancy phrases. I used everyday English in an every-day manner.

"I think it is the real secret of copy writing. You have no time for fine writing. You talk sense and cut it down to expressions that the large majority of folks are accustomed to and understand. I have dispensed with affectation. Every time I slop over, the stenog looks up at me and grins, and I cut it out."

Recently the Schoolmaster carefully studied a set of papers turned in by thirty young men students in a Y. M. C. A. evening advertising class.

The problem that had been given these budding advertising men to work out was a five-inch double-column, shoe-store advertisement, and much to the Schoolmaster's surprise he found that out of the thirty advertisements turned in there were more than a dozen distinctly different treatments. The advertising man or copy writer who has bucked the eternal "style, quality and fit" of shoe advertising would have been surprised to see how many fresh angles these young men found in shoe advertising.

One would build an advertisement which featured fit; another, style; another, price; another, care in finding the right shoe for the individual foot; another, leather; and so on, including at least two who gave the store itself

**WANTED: — National Advertiser, pre-eminent in ready-to-wear field, offers good opening of assistant advertising manager to young woman who can best qualify. Residence in Cleveland necessary. Complete information with references most desirable. Address H. J. W., Box 90, care of Printers' Ink.**

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a distinct personality that made you feel instinctively you would like to buy shoes—or anything else it might sell—at such a store.

When one stops to consider that almost every merchant who advertises strives for this last mentioned quality in his advertising, one begins to see that "style, quality and fit" are not all of shoe advertising after all. A shoe merchant who sold his store to his customers would certainly be in a much more enviable position than one who had, merely sold the style of one last, for instance, for lasts change.

Before he had finished going over these thirty advertisements, the Schoolmaster confesses that he began to feel that it was he who was going to school, instead of the thirty lads who made up the membership of the evening class! Furthermore, there seems to be a moral to this little confession: When up against it for a fresh angle on an old problem, put it up to some young folks who haven't discovered the ruts yet, and go over their suggestions with an open mind. A "Why not?" attitude is the secret of many a big man's much-vaunted "vision."

#### Homer J. Buckley Heads Legislative Committee

W. Frank McClure, chairman of the National Advertising Commission, has appointed Homer J. Buckley chairman of the recently formed legislative committee of the Commission. The other members of the committee are Wm. H. Ingersoll, R. Marshall, W. A. Beatty and Henry W. Newhall.

I call on one customer in each of the principal cities of the United States. Am compelled to waste several hours in each place to make train connections. I can use this time to good advantage for some manufacturer who wants a salesman covering the entire United States.

If you are interested write "D. L.," Box 91, care of Printers' Ink.

**A**RTIST who is also practical advertising man, going to Europe on important assignment, is at liberty to accept other work of a non-competing nature. It may be making sketches, gathering data or general business. Address E. G., Box 94, care of Printers' Ink.

LOS ANGELES  
**EVENING HERALD**  
CIRCULATION  
**123,305**  
DAILY  
FIRST IN EVERYTHING  
Member A. B. C.

#### A Total Cost of a Few Hundred Dollars

A short film and a portable projector, in the hands of your salesmen, will increase your sales enormously.



List of satisfied users on request.

**Commercial  
Publicity Film Co.**

507 Fifth Avenue - New York  
Vanderbilt 8232

**"GIBBONS Knows CANADA"**

TORONTO

MONTREAL

WINNIPEG



## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

Advertising copy writer with advertising agency experience. State age, experience and salary expected. Address W. A. Krasselt, 354 Milwaukee Street, Milwaukee, Wis.

### LAYOUT AND COPY MAN

Leading electrical trade journal has permanent opening for real copy and layout man. One who can letter preferred. State experience and salary desired. Box 920, Printers' Ink.

**ADVERTISEMENT MANAGER** wanted by The Edw. Malley Co. (Department Store), New Haven, Conn. Submit one or two specimens of work which need not be returned, and state age, details of experience and salary wanted.

Advertising Agency has opening for experienced young man as head of forwarding Department, sending out orders to publications, following up schedules and account handlers for copy, etc. State age, experience, salary desired. Box 909, Printers' Ink.

Important educational institution has permanent position for high-class salesman capable of earning better than six thousand a year. Give full particulars in first letter. All information strictly confidential. Address 607 Lafayette Bldg., Philadelphia, Pa.

**Wanted**—Experienced advertising man to take charge of advertising on one of the oldest lumber trade journals in the United States. We will only consider applications from those who have previously produced results. Send references. Address Box 22, Jacksonville, Fla.

**Young Woman Copywriter** wanted to specialize on home furnishing departments. Should have Department Store experience and taste for these subjects. Give age, experience, salary expected, etc. (photograph if possible). Address Advertising Manager, Joseph Horne Co., Pittsburgh, Pa.

### A \$10,000 Advertising Solicitor and Manager

who knows New York, but need not be a specialty man, is wanted for a quarterly publication to appear in connection with a leading national magazine. Full qualifications must be given in first letter, which will be held confidential. Box 917, Printers' Ink.

### ADVERTISING SOLICITOR WANTED

Advertising solicitor for a recognized trade paper. Only a highly aggressive gentleman will be considered and one who can show immediate results. In writing state fully your capabilities and remuneration expected. Box 922, P. I.

Advertising agency requires a service man capable of handling national accounts. A man with the ambition and ability to grow quickly into an executive position will find this an exceptional opportunity. The agency is a well-established, rapidly-growing one, with a reputation for conscientious work. Write fully, stating salary. Box 930, P. I.

Prominent trade paper in the men's and boys' wearing apparel field desires two or more advertising solicitors. Good opportunity for alert young men who have had experience in trade paper advertising. Liberal commission with drawing account. Good leads furnished. Address, giving full particulars of experience, Box 903, care of Printers' Ink.

**Assistant to Business Manager** of a leading technical publication. Position offers an excellent opportunity with a well-known publishing house. Most desirable qualifications are experience in this type of work, an engineering education, ability to write sales letters and handle correspondence; also experience in writing advertising copy. In reply give full details of experience, age, salary desired, etc. Replies will be held confidential. Address Box 931, P. I.

**ADVERTISING**—Correspondent who can furnish proof of successful experience in **SELLING BY MAIL**. Excellent opportunity for a bright, energetic man who can take charge of a well-organized mail order department of a large advertising concern. Must be trained to handle system details accurately and be able to write in intelligent "ham and eggs" language to retail merchants, with a working knowledge of the dealers' needs and attitude toward advertising and merchandising sales-helps. Apply by letter, stating age, experience, last previous employer and minimum salary you will accept as a start. We are quick to recognize real ability and advancement will be as rapid as you make yourself worthy of it. If you cannot "deliver the goods" do not waste postage. Address Mr. Crone, President, THE BINGER COMPANY, 43 West 13th Street, New York City.

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**Wanted**—Young Man with some snap about him to write news and sports articles for newspapers and magazines and assist in publicity department. Write me what experience you have had and the salary desired. Peter P. Carney, P. O. Box 906, New Haven, Conn.

#### High-Grade Advertising Salesman for New York City

Oldest and most influential business paper in shoe and leather field wants head salesman for Greater New York whose capability and experience are a matter of successful record. Permanent and highly desirable opportunity. Address Box 905, P. I., giving usual facts.

### WRITER WANTED

Capable of handling electrical subjects in semi-technical form for trade journal. Data will be provided. Steady position in New York. Good opportunity for right man. D. S. E., Box 906, Printers' Ink.

## Advertising COPY and LAY-OUT MAN Needed

We have an opening in our organization for a real live, energetic copy and lay-out man.

This company is a rapidly developing organization devoted exclusively to foreign advertising.

We want a man with experience and knowledge of the copy and lay-out end of an advertising agency.

State in confidential letter, age, full experience, salary desired. Interview by appointment only.

#### JOHNSTON OVERSEAS SERVICE

277 Broadway, New York

#### ALL-AROUND ARTIST WANTED IN THE SOUTH

There is open a position in the art department of one of the leading Southern agencies. All-around capacity and experience are required for the satisfactory handling of the work. Salary must be moderate in the beginning, but the opening is one which offers ample opportunities for rapid advancement. All applications should give full details as to the past experience of the writers and should also state age, habits and salary requirements. Address Box 927, Printers' Ink.

#### COPY WRITER NEEDED BY SOUTHERN AGENCY

Fully recognized, rapidly growing Southern agency needs another man in its copy and plan department. Preference will be given to applications from young men with some experience and willing to work for moderate salary while getting more. Knowledge of type and printing absolutely necessary. Full particulars as to past experience, personal characteristics and salary expected should be given in first letter. Address Box 926, Printers' Ink.

#### MISCELLANEOUS

##### TRY HIM ONCE

Paul the Poet, business bard, Conceives no rhyming job too hard, YOUR line with profits he can link—Address him care of Printers' Ink.

#### COMPLETE BOUND COPIES OF PRINTERS' INK FOR 1915

Make Offer.

Address Macdonald, 600 Park Place, Brooklyn, N. Y.

**HOUSE ORGANS—PROSPECTUSES**  
—FINANCIAL, COMMERCIAL  
WRITING, PRE-EMINENCE 30  
YEARS, GILLIAM'S BUREAU, BOSTON, MASS.

#### HOUSE ORGANS—SYNDICATE MATTER

\$1.00 a page. Send \$5.00 six-page special. John J. Lutge, 263 Ninth Ave., New York.

#### Attractive Designs for Business

Stationery and Advertising Cuts  
Specimens Free.

WOODS STUDIO,

Times Press Bldg., Middletown, N. Y.

#### I WANT TO INTEREST A FARM PAPER PUBLISHER

There is room for the farm paper I have planned; a genuine demand for the information I propose to supply. I have in mind a paper which will appeal to many concerns who have not attempted to develop business through farm press advertising—as well as to present advertisers. For fifteen years I've studied and worked and lived in the publishing and advertising business and I know whereof I speak.

I want to get in touch with a publisher who will back my ideas if I can show him cause. I will consider incorporating my plans in an existing paper if conditions are right; but would rather build anew, from the ground up. I'm not looking for a job. I have a good one now, with the same concern (one of the biggest in its field) for over ten years. I'm not a schemer; my plans are legitimate, will make a big, successful, profitable farm paper. I want to work with some publisher who has vision, capital and knowledge of this field. Will go wherever opportunity calls and will be ready to make the change in a few months.

If you think you might use me in your organization write: A. B. C., Box 919, care of Printers' Ink.

**WANTED**—To purchase good second-hand photostat, size No. 2 or No. 3. Must be in good condition. Please state best spot cash price. Address: Advertising Department Columbian Rope Company, Auburn, New York.

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 10, 1920, at 12 o'clock noon. Chas. H. Thayer, Pres.

#### POSITIONS WANTED

Research position with advertising agency wanted by young man, 23 years, with four years' advertising department experience and advertising course. Address Box 907, Printers' Ink.

**ADVERTISING MAN** with sales promotion and merchandising experience, competent copy writer and layout man, practical printer, offers part-time service to a few firms. Address Box 923, care of Printers' Ink.

Proof reading wanted by experienced reader. M. M. 1644 Tribune Bldg, Chicago, Ill.

Experienced printer-journalist wants position as editor of house organ, or as typographic designer for advertising house. Newspaper and advertisement critic for national trade journal; member Authors' League of America. Address: O. Byron Copper, De Soto, Wisconsin.

#### Finance or Administration Executive

Broad gauged man (36) of proven accounting and systematizing ability would assume the Treasurership or the office management of a large advertising agency. Has had newspaper and agency experience. Salary \$6,000. Box 904, Printers' Ink.

#### NEWS WRITER

Trained newspaper reporter-correspondent, now employed staff metropolitan paper, desires advertising agency or private organization connection where ability to write news features and to assist in preparation of advertising matter will create future for initiative. Journeyman printer, conversant with typography and printing methods, qualified to edit and supervise production of house organs, etc. Am 26 years old, born United States, unmarried. 5 years news reporting on large dailies. Seek permanent connection with unlimited future. Salary secondary, but now earning living wage. Willing to devote month gratis to study and prove ability. Interviews arranged. Box 912, P. I.

#### Free-Lance Copy Writer

The copy chief of one of the leading agencies has a limited amount of spare time to devote to serving one or two clients. Box 913, Printers' Ink.

**ADVERTISING MANAGER**—He has wound up a young advertising agency with newspaper recognition. He wants to put all his efforts into a progressive concern in a city not as large as New York. He knows merchandising and his testimonials state that he is a thorough advertising man with real ability in the writing of copy. He has been around the world, understands trade conditions and the work of his pen has been published and paid for by Printers' Ink. Write Post Office Box 374, City Hall Station, New York.

#### SALES MANAGER

or District Representative. Have 16 years' experience in sales, sales management, manufacturing, advertising, technical and commercial engineering, general business, executive and organization. Youth, age 35, health, enthusiasm. Ability to handle men. My fundamentals being right, I can consider nearly any industrial proposition. Prefer headquarters in Phila. or N. Y. Living in Phila. Well known in N. Y. Would consider Eastern Representative for some Western Firm. At present employed by a World-known organization. Not interested in stock or advertising proposition. Box 910, Printers' Ink.

## LOOKING

*for this kind of man?*

A young man writing on national accounts of standing, who seeks still greater opportunity. Now on the copy staff of one of Chicago's leading agencies, previously associated with largest clothing manufacturer in America, and foremost Chicago newspapers.

Your organization may hold the opportunity which I desire. Address "Copy man," Box 932, care of Printers' Ink.

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Trained Newspaper General Executive, ten years' experience all departments business office, desires position as Business Manager or Publishers' Assistant. References. Box 924, Printers' Ink.

**Executive**—Office or Employment Manager, 20 years' experience, understands thoroughly all office detail. Tacitful, energetic and resourceful, capable of assuming responsibility. Will leave New York. Box 929, Printers' Ink.

**NO ORDINARY COPY WRITER** but one with vivid style, creative imagination and originality. He has had years of literary training, magazines, etc. Married. College graduate. Box 908, Printers' Ink.

#### ADVERTISING MANAGER FOR SALE

Youth, brains and push, backed by sales and advertising experience. Knows how to analyze articles and propositions so as to plan intelligently, how to write convincingly, lay-out and display copy properly. Employed of course, but looking for a greater opportunity. Will gladly send samples of work at your say-so. W. J., Box 918, Printers' Ink.

**Young Executive and Salesman**, 27 years, Christian and single. Possesses character and ability. A college man with a good business record. Now treasurer and general manager of a manufacturing company. Knows advertising and selling and has an analytic mind. Has personality and a good appearance; also initiative, energy and clean-cut, progressive ideas. If your concern is a thoroughly good one with a congenial atmosphere, it may prove to your decided advantage to interview me. Let's make it this week if convenient. Box 914, P. I.

**ARTIST-COPY WRITER**. A trade publication which has discontinued its copy-service department is anxious to secure a suitable position for the young woman who has had charge of this work. The young woman in question is a college and art school graduate and has unusual ability to visualize the salient features of an advertising proposition and to bring them out strongly by means of clever illustrations and forceful copy. She is thoroughly familiar with the technique of printing and is well qualified to handle the copy department of a publication or advertising agency. Address Box 916, Printers' Ink.

#### ADVERTISING EXECUTIVE AVAILABLE

Seasoned executive, now advertising manager for a prominent firm. Intensive knowledge of market analysis, sales promotion, statistics, research, dealer co-operation; capable buyer of engraving, art work, printing, paper; a skilled typographer, able to supervise operation of private printing plant; also experienced in press agency matters.

A young man, who has not lost his punch—and yet one who has cut his eye teeth—and who won't waste time and money, on fads and experiments—a doer, not a dreamer. Salary \$5000 if there's a genuine opportunity for growth. Box 911, Printers' Ink.

#### EXPERIENCED COPY WRITER

Forceful and original; university education; wishes to connect with New York firm or agency on part-time basis. Box 921, Printers' Ink.

#### SALES CORRESPONDENT

Secretary, Dictaphone Dictator—Young lady desires to make good connection, New York City. References A1. Salary \$2000. Box 925, Printers' Ink.

Energetic, experienced, agency man desires agency position as Mechanical Production Manager or as assistant to some big executive, where wide experience counts. EXPERIENCE, Box 933, P. I.

#### ADVERTISING AND EDITORIAL ASSISTANT

I can highly recommend a young man, 24, who has served me in the above capacity with entire satisfaction. Valuable man to any advertising manager or editor desiring a thoroughly experienced, efficient, real assistant. Available May 10th. Publisher, Box 928, P. I.

#### Layout and Manufacturing

**Detail Man** Is open for engagement

**H**AS long experience as a printer and one year as layout man and assistant purchasing agent in large advertising agency. Knows thoroughly type, printing, engraving, etc. 35 years old, married. Possesses initiative and "pep." Box 7, Printers' Ink.

#### PUBLICITY EXECUTIVE

My efforts on behalf of one of America's most noted men are being discussed in both branches of Congress and read into The Congressional Record.

I know every angle of publicity and advertising, and get results.

Am open for any legitimate publicity or promotion work, whole or part time, New York City only.

Am a high-priced man—and worth it. Box 915, P. I.

#### Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible. Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.  
185 Madison Avenue - - New York

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## =CIRCULATION=

Advertising is absolutely valueless unless it reaches the people you want to reach.

Outdoor Advertising is singularly effective because of its circulation value—reaching as it does the greatest possible circulation in any one community.

It knows no race nor creed—it speaks to the classes as well as the masses and presents the advertiser's message without expense or effort on the part of the reader.

To reach all of the people all of the time, outdoor advertising should be made an integral part of your sales plan.

**Thos. Cusack Co.**

Chicago

New York



## What Income Tax Returns Tell



The above map shows the United States divided into thirteen logical jobbing and merchandising zones.

The graph below tells the national advertiser how these markets rank in number of prospective purchasers. It pictures the proportion which each zone had of the total number of people who filed income tax returns in 1917, the latest year for which figures are available.

It is interesting to note that Zone 7, The Chicago Territory, furnished 20.3% of those who earned enough to file income tax returns, although it has only 16.4% of the population of the United States.

One family in five in The Chicago Territory is reached by The Chicago Tribune.



### The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation 400,000 Daily, 750,000 Sunday